

## **JOB TITLE: MARKETING DIRECTOR**

### **JOB SUMMARY**

The Marketing Director is responsible for the development, implementation and maintenance of TACU's marketing and public relations plan, researches marketing needs and analyzes marketing trends and results for TACU.

The Marketing Director reports directly to the Credit Union President. He/She may, as it relates to specific promotions, take direction from the Vice Presidents or Department Heads of the Credit Union.

- Attend all staff meetings.
- Be granted the privilege of taking part in staff meeting discussions.
- Provides the President with adequate information to help him/her reach sound decisions.

### **ESSENTIAL FUNCTION**

- Develop a strategic marketing plan.
- Prepare, implement and supervise the budget for the department which is consistent with the overall strategic plan and budget of the credit union.
  - Obtain bids for all phases of the production of marketing materials.
- Design, develop and implement marketing programs for the credit union. Evaluate results and make revisions as appropriate.
  - Handle member inquiries about promotional and marketing programs.
  - Maintain the marketing department filing system and revise as necessary.
  - Maintain and file records of all printed materials and master copies.
- Plan, execute and attend all credit union events.
  - Take photos during credit union events
- Maintain and update credit union's social media accounts
- Analyze market trends and demographic data concerning members and potential members.

- Research and recommend product or service enhancements to provide quality member service.
- Write, revise or edit copy for service materials, forms and promotional letters.
  - Place orders and monitor quality of printed materials and deliveries.
- Write or assist in writing letters, press releases and/or grants for the credit union.
- Recommend new services and changes in existing services to meet the financial needs of the membership.
- Develop and maintain the credit union public relations plan.
- Ensure regulatory compliance as it relates to development of products/services and delivery mechanisms.
- Maintain an awareness of all laws and regulations, plus developments and trends within the credit union industry that may affect marketing and advertising.
- Establish and maintain effective employee relations.
- Develop, apply and evaluate policies and procedures for the department.
- Evaluate the overall job performance of staff groups responsible for selling products and services to members as relates to cross selling skills.
  - Hold periodic staff meetings to discuss areas needing improvement, changes in procedures, new developments or services and to present general information.
- Maintain, and revise as needed, the credit union web site.
- Maintain a working knowledge of visual presentation equipment, including projectors, viewers, video equipment, label maker and laminator.
- Write copy for the credit union newsletter.

- Project a positive consistent image of the credit union in all materials.
- Serve as liaison between the credit union and selected outside organizations.
- Work with ad agency to implement promotions when needed
- Conduct member surveys.
- Take photos during credit union events.
  - Maintain photo and slide show for annual meeting.
- The list of essential functions is not exhaustive. It may be supplemented as necessary from time to time.

#### **OTHER SKILLS AND ABILITIES**

- Exceptional interpersonal skills. Ability to interact positively with supervisor, co-workers and members especially when in a stressful environment.
- Accuracy and Quality – Ability to achieve a high standard with work processes and outcomes, is able to complete tasks with a concern for all details involved; monitors and checks work for precision, clarity and completeness; produces quality results.
- Ability to display initiative, assume responsibility, make and act upon decisions within the scope of assigned authority.
- Ability to work well under pressure and with little guidance.
- Excellent oral and written communication skills are required.

#### **QUALIFICATIONS**

- Two-year degree or equivalent experience in marketing, public relations or a related field is preferred.
- Proficient use of a computer with various software packages, including Microsoft Office, Adobe Creative Cloud, WordPress.
- Knowledge of marketing and public relations strategies.

- Knowledge of the Credit Union Movement and philosophy is a plus.

The above information on this job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications of employees assigned to this job.