

Kentucky Telco Federal Credit Union Job Description

TITLE: MARKETING DIRECTOR

REPORTS TO: AVP, DIRECTOR OF SALES & STRATEGIC INITIATIVES

Position Purpose: The primary purpose of this position is to assist the Credit Union in fulfilling our mission of making a positive difference in each member's financial life. Responsible for the development and implementation of the marketing plan for the credit union. Provide research activities on marketing trends within the industry. Recommend marketing strategies. Perform a variety of creative and support duties related to the marketing function within the credit union and management of key vendor relationships.

Specific Duties:

1. Deliver high-quality, consistent service to both external and internal members that fulfill our service promises.
 - a. Respectful, Resourceful, Attentive, Responsive, Accurate, and Appreciative.
2. Partner with AVP, Director of Sales and Strategic Initiatives in the development, implementation and analysis of the overall marketing plan, promotions, calendar and budget.
3. Design creative marketing and public relations concepts. Develop marketing concepts into innovative programs which will enable the credit union to achieve its strategic goals.
4. Research industry trends and demographics relative to the field of membership and develop recommendations for products, services, and marketing programs to provide quality member service that meet the financial needs of members.
5. Review all forms and letters used in the marketing department and throughout the credit union. Responsible for the marketing supplies inventory, mailing supplies to branches, and supply re-orders from vendors. Insure correct distribution and placement of all branch merchandising, including but not limited to posters, electronic media, ATM screens, signage and specialty items.
6. Responsible for regular maintenance of Telco Clubs, i.e. Dollar Dog Youth Club and MyCash Club, etc.
7. Maintain member anniversary and reward programs, utilizing MCIF database.
8. Utilize a variety of computer applications in the design and implementation of marketing materials.
9. Manage Internet and Intranet content changes.

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10. Develop creative design and content for quarterly paper and electronic member newsletters.
11. Coordinate statement stuffers to mailing house and to SEGs willing to participate in payroll stuffers. Manage monthly statement messages.
12. Interface with various vendors including dealerships, printers, mailhouses, and advertising agencies, to ensure that all promotional components are produced accurately and adhere to deadlines.
13. Support Business Development with various events including trade shows, benefit fairs, local chamber expos, and community events when necessary including assistance with mailings, faxes, emails, and general contact with SEGs.
14. Assist AVP, Director Sales and Strategic Initiatives with development, tracking and reward distribution for branch sales events.
15. Perform all other duties as assigned.

Position Requirements:

1. Bachelor's degree in relevant field or equivalent work experience and 5 to 7 years of industry experience.
2. Experience with Adobe Design Suite- Illustrator, End Design and Photoshop.
3. Experience with Strategic Marketing plans and advertising experience.
4. Strong knowledge of all Microsoft Applications including Powerpoint.
5. Excellent oral and written communications skills.
6. Analytical skills, attention to detail, good organizational skills and planning skills.
7. Ability to handle multiple tasks accurately and completely
8. Ability to cross-sell credit union products and services effectively and accurately