



Marketing Specialist

Position Information

Code/ID:

Department: Marketing

Job Classification: Exempt

EEOC Category: Professionals

Asset Size: 2023 \$400M-\$600M

Role

Assists in coordinating and executing PFCU's marketing, communications, public relations and social media platforms.

Major Duties and Responsibilities

WEIGHT	DESCRIPTION	ESSENTIAL
20%	Develop and maintain proficiency in various software programs for production, design and tabulation of various marketing pieces and research materials.	✓
15%	Assists in production of fully integrated marketing campaigns across multiple marketing channels. Campaigns are to be imaginative and financially impactful while being engaging to both the membership and staff while meeting time and budget constraints. Collaborate with cross-functional team members on content ideas to create dynamic and differentiated content. Proactively identify opportunities and initiate digital/social marketing strategies and tactics to increase awareness and product penetration.	✓
15%	Assists in coordinating the marketing research for the Credit Union.	✓
15%	Coordinate and participate in public and community relations activities and special events to promote the company.	✓
10%	Implements, updates, and assists in the development while adhering to the credit union's monthly/quarterly/annual marketing calendar coinciding with the organization's budget and goals.	✓
10%	Develops and updates content for the credit union's member facing website, internal intranet and social media platforms with current disclosures, product changes, promotions, and financial literacy. Responds to questions and social media messages in a timely and brand positive manner.	✓
10%	Create reports on the marketing campaigns and content in various marketing channels. Analyze and assess the results and recommend refinements to enhance performance.	✓
5%	Assist in the business development of the company, to include participating in business development activities focused on increasing member and potential member awareness of the company's products/services.	✓
—	Must comply with all company policies and procedures, applicable laws and regulations, including but not limited to, the Bank Secrecy Act, the Patriot Act, and the Office of Foreign Assets Control.	✓

Knowledge and Skills

EXPERIENCE

2 - 5 Years of similar or related experience

EDUCATION/CERTIFICATIONS/LICENSES

A college degree in Marketing preferred.

INTERPERSONAL SKILLS

Ability to speak and effectively present information and respond to questions from groups of employees, members and managers. Ability to provide constructive feedback to others. Excellent written and verbal communication skills. Excellent time management, planning and organizational skills.

OTHER SKILLS

Experience with social media platforms, graphic design and adobe software preferred.

ADA Requirements

PHYSICAL REQUIREMENTS

Perform primarily sedentary work with limited physical exertion and occasional lifting of up to 5 lbs. Must be capable of climbing/descending stairs in emergency situation. Must be able to operate routine office equipment including telephone, copier, facsimile, and calculator. Must be able to routinely perform work on computer for an average of 6-8 hours per day. Must be able to work extended hours whenever required or requested by management. Must be capable of regular, reliable and timely attendance.

WORKING CONDITIONS

Must be able to routinely perform work indoors in climate-controlled shared work area with moderate noise.

MENTAL AND/OR EMOTIONAL REQUIREMENTS

Must be able to perform job functions with supervision and work effectively either on own or as part of a team. Must be able to read and carry out various instructions and follow oral instructions. Must be able to speak clearly and deliver information in a logical and understandable sequence. Must be able to perform basic mathematical calculations with extreme accuracy. Must be capable of dealing calmly and professionally with numerous different personalities from diverse cultures at various levels within and outside of the organization and demonstrate highest levels of customer service and discretion when dealing with the public. Must be able to perform responsibilities with composure under the stress of deadlines/requirements for extreme accuracy and quality and/or fast pace. Must be able to effectively handle multiple, simultaneous, and changing priorities. Must be capable of exercising highest level of discretion on confidential matters.