

Job Title:	Service and Marketing Coordinator	Job Code:	AC201		
Grade:	019	FLSA Status:	N		
Department/Group:	N	Job Family:	Experienced Administrative		
Reports to:	Chief Executive Officer	Supervisory Role:	No	Financial Role:	No

Job Summary

The Service and Marketing Coordinator (SMC) is the Credit Union's representative for cultivating new business, strengthening existing relationships in support of the Credit Union's Value Banking Strategic Initiatives.

Purpose

The SMC is responsible for planning, directing, coordinating, and marketing the sale of products and services to employment groups, associations, and other organizations within the market area of the credit union, as well as increasing product usage per member and recruiting members for the credit union.

Duties and Responsibilities

- Plan and oversee new marketing initiatives related to new business development.
- Collaborate with CEO on marketing to ensure that the credit union is reaching its target audience.
- Drive, build, and execute integrated paid social media strategy across brand and product campaigns, including sponsored content and custom audience creation, look-a-like modeling, first-party targeting, and content amplification.
- Create and build multi-ad marketing formats for print, digital, and radio campaigns.
- Create website content.
- Manage social media and internet reviews.
- Send out surveys to membership.
- Evaluate emerging technologies and strategies to help expand our digital footprint. Provide thought leadership and perspective for adoption where appropriate.
- Conduct ongoing research, analysis, and reporting of market demographics to develop and execute written strategies for engaging new members, including but not limited to employees of local businesses, non-profit organizations, schools, and government agencies.
- Collaborate with the CEO and make recommendations to expand existing business relationships, promote all lines of Credit Union products and services, analyze relevant business development statistics, and report results to management as required.
- Analyze competitor's products to determine product features, benefits, shortfalls, and market success.
- Under the direction of the CEO, coordinate and lead a minimum of six (6) quarterly presentations to prospective membership groups introducing the Credit Union and its products and services, submits reports to include, but not limited to, expenses incurred, contacts made, and dates for follow-up visits.
- Coordinate three new membership events per quarter; track and report results.

- Focus on the field of membership expansion through preliminary external opportunity assessment, intelligence gathering, and analysis of local credit unions to identify potential growth opportunities.
- Develop and maintain up-to-date contact lists of potential new members, including Select Employer Groups (SEGs), and submit monthly reports to the CEO detailing all facets of the business relationships, including but not limited to dates of on-site visits, goals, and challenges.
- Conduct community outreach training sessions for members and employees.
- Maintain high product knowledge by learning new selling techniques, new products, and market trends.
- In coordination with the CEO and COO, develop a quarterly calendar for promoting and cross-selling new products and services to existing business partnerships via telephone, site visits, letters, and email campaigns; maintain tracking results and provide reporting to management as required.
- Identify cross-selling opportunities and services to members through in-person sales sessions and telephone, written correspondence, and external sales calls.
- Under the direction of the CEO, work with the COO and Operations Manager to coordinate, monitor, and report on results for sales promotions, member events, and activities.
- As required, attend and participate in charitable events, Chamber of Commerce meetings, and business events to represent the Credit Union, foster positive community relationships, and promote financial literacy.
- Maintain high product knowledge, up-to-date cross-selling techniques, and remain current with community news and events to promote the Credit Union effectively.
- Serve as the Credit Union's liaison contact for the Credit Union's existing business partnerships.
- Ensure compliance with all Credit Union policies and regulatory requirements for new membership.
- Collaborate with CEO on public relations matters.
- Performs other duties as assigned.

Minimum Qualifications

A Bachelor's degree in Business Administration or Marketing. Sales and project management experience. Three (3) years of administrative experience at the advanced level or higher. Two (2) years of experience in digital and social media marketing, including marketing automation platforms. Solid knowledge of social media analytics tools. Must be able to research, develop and implement policy, program, organizations, and work procedures. Familiarity with the regulations which govern financial institutions, preferably Credit Unions, is required. Ability to communicate effectively, both verbally and in writing. Strong skills in customer service and data analysis. High-level proficiency with Microsoft Office applications and design software. Proficiency in the credit union core operating system is required within 30 days of employment. Knowledge of office equipment and other automated enhancements.

Minimum Competencies

Quality/Compliance Achieving a standard of excellence with the work processes and outcomes, adhering to STTFCU policies and all regulatory requirements.

Communication	Balancing listening and talking skills. Speaking and writing clearly and accurately. Being able to influence others and keeping others informed.
Collegiality	Being helpful, respectful, approachable, and team-oriented, building strong working relationships and a positive work environment.
Initiative	Taking ownership of the work, doing what is needed without being asked, and following through.
Efficiency	Planning ahead, managing time well, being on time, being cost-conscious, and thinking of innovative ways to accomplish the organization's objectives.
Coachability	Being receptive to feedback, willing to learn, and embracing continuous improvement.

Work Environment

Supervision	Work performed under light supervision with only occasional general supervisory review; employee plays a fairly large role in setting objectives and organizing work.
Complexity of job	Work consists of routine tasks with a few choices as to what procedures and processes will be followed. Requires the use of some judgment in making minor decisions.
Working environment	Work is normally performed in a typical interior work environment that does not subject the employee to any hazardous or unpleasant elements.
Physical demand	Position requires light physical activity.
Member interaction	Requires moderate interpersonal and communication skills to ensure that member requests or needs are met. Acknowledges and clarifies member inquiries, requests, or complaints to identify, document, and address needs.
Internal contacts	Some contact with others, including members and employees outside of your immediate work area. Purpose of contacts is to provide an explanation or interpretation of information. May handle confidential information and some complex matters requiring thought and judgment.
Supervision of others	No responsibility for supervising others.