

# Marketing Coordinator

## General Summary

Develop and administer a comprehensive marketing plan for CenLA Federal Credit Union within an approved budget. Develop and encourage a marketing and cross-selling attitude by all employees. Make known to the membership by public relations and advertising the many services and benefits CenLA FCU offers.

## Essential Functions

1. Develop and administer a comprehensive marketing plan for CenLA FCU within an approved budget.
2. Produce a quarterly newsletter and special mailings.
3. Plan and coordinate the annual meeting as well as other meetings which are held by the credit union.
4. Conduct survey of credit union members, analyze results, report to Senior Management Team and Board.
5. Train employees in cross-selling services.
6. Initiate special product promotions, report results to the Senior Management Team and Board.
7. Develop and maintain web based and electronic commerce initiative.
8. Serves as associate member of ALCO committee.
9. Develops and maintains training program for CenLA FCU employees (i.e. manuals, handbooks, etc.)
10. Seek opportunities to enhance skills and value to the credit union and make suggestions for improvement.
11. Develop an understanding of CenLA FCU history, organization, philosophy, bylaws and operational procedures.
12. Performs other duties assigned by supervisor.

**Note:** The list of essential functions is not exhaustive. It may be supplemented as necessary from time to time.

## **Job Specifications**

1. Requires skills in oral and written communication, designing brochures and other marketing material and desktop publishing and newsletters.
2. Knowledge of CenLA FCU goals and objectives, policies and procedures, and mission statement.
3. Ability to develop new marketing programs to stimulate member participation and the ability to evaluate results of such programs. Must have the ability to plan, organize, administer, and evaluate events.
4. Ability to create a cross-selling atmosphere among employees.
5. Work experience should also include dealing directly with the public in a service representative position. Bachelor's Degree preferred but not required.

## **Physical Requirements**

Must be able to lift approximately 30 lbs.