

<b>Job Title</b>	Integrated Marketing Strategist - Product Marketing
<b>Short Description</b>	The Integrated Marketing Strategist uses a deep understanding of the APCU/CPCU brand and culture as well as a strategic mindset and knowledge of marketing best practices to develop strategic marketing plans in support of established corporate strategies and objectives.
<b>Full Description</b>	<p>Purpose: The primary purpose of this position is to assist Atlanta Postal Credit Union (APCU) to live out our Mission, “To help our members achieve financial success by providing exceptional products and service.”</p> <p>The Integrated Marketing Strategist uses a deep understanding of the APCU/CPCU brand and culture as well as a strategic mindset and knowledge of marketing best practices to develop strategic marketing plans in support of established corporate strategies and objectives.</p> <p>Essential Duties and Responsibilities: Other duties may be assigned</p> <ol style="list-style-type: none"> <li>1. Deliver outstanding service to both internal and external members that is in alignment with our Service Promises: <ol style="list-style-type: none"> <li>a. I promise to be mindful of your time with fast, efficient, courteous, and friendly service.</li> <li>b. I promise to demonstrate integrity in all my interactions.</li> <li>c. I promise to always treat you with dignity and respect.</li> <li>d. I promise to work with fellow employees throughout the credit union to ensure you receive the best possible products, service, and solutions.</li> <li>e. I promise to safeguard the security and confidential nature of your financial information.</li> <li>f. I promise to greet you with a smile and thank you for your business when your transaction is completed.</li> <li>g. I promise to deliver on our mission to help you achieve financial success by providing exceptional products and service.</li> </ol> </li> <li>2. Develops marketing strategies that highlight the who, when, why, and how for a consumer to become a member of APCU/CPCU; Focus for this role is primarily on the early life stage segment.</li> <li>3. Develops marketing strategies for the deepening of relationships with existing members relevant to the number of products and services used.</li> <li>4. Works to develop a extensive understanding of the target audience and determination of potential unmet needs.</li> <li>5. Identifies opportunity for contact and engagement of the target audience through a variety of communication channels and touchpoints.</li> <li>6. Gathers relevant and resourceful data from a variety of sources; Analyzes and synthesizes data to be used in the formulation of strategic conclusions.</li> <li>7. Consistently utilizes available market insights and data analytics to understand the competitive landscape as it relates to the target audience</li> <li>8. As required, assists departmental staff in the identification of product features, product services, and potential communication channels all aimed at connecting with the target audience.</li> </ol>

9. Maintains up-to-date knowledge of industry trends, early life stage behaviors, early life stage purchasing and consumption trends, etc. and uses insights from this information to develop effective and differentiated marketing plans.

10. Maintains a cadence of monitoring and reporting performance data and progress towards objectives by tracking relevant KPIs related to engagement, qualification, leads, conversations, etc.

11. Works closely with and coordinates efforts with marketing department leadership, direct supervisor, internal and external stakeholders to execute on shared goals.

12. Maintains up to date product knowledge; has a full understanding of the features and benefits of the products and services offered by the credit union.

13. Demonstrates high level of attention to details.

14. Builds and maintains positive relationships with all stakeholders

15. Complies with all aspects of BSA/AML and OFAC regulations as they relate to this position.

16. Is required to work quickly under pressure and to respond positively under when tight deadlines may develop.

17. Other duties as assigned

**Supervisory Responsibilities:** No direct reports. May manage day-to-day task through indirect reporting relationships or through a matrixed management approach and the ability to collaboratively interact with internal and external partners.

**Qualification Requirements:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**REQUIRED Education and/or Experience:**

- Bachelor's degree in marketing, business administration or related field or 2 years additional relative work experience in lieu of degree
- 4+ years of experience in marketing or advertising
- Technical competence with MS Office products and other marketing software or social media marketing efforts

**PREFERRED Education and/or Experience:**

- Bachelor's degree in marketing, business administration or related field
- 3 years financial services marketing experience
- Prior work experience in both consumer marketing, B2B marketing, and digital marketing
- Relative work experience at a Credit Union
- Demonstrated familiarity with market data sets

**Physical Job Requirements:**

Must be physically able to operate a variety of automated office machines such as calculator, computer, printer, facsimile, telephone, copier, etc. Must be able to stand, bend and stoop as needed. Must be able to lift and/or carry weights of 20 to 50 pounds

## Education

College degree

**Additional Comments****Credit Union** Atlanta Postal Credit Union**State** Alabama**Contact Name** Ginger Wallis**Email** gwallis@apcu.com**Phone** 404-684-8085**Fax****Expiration Date** 01/31/2023