

Job Title	Marketing Campaign Manager - Product Manager
Short Description	The Marketing Campaign Manager will be responsible for the development, implementation, and oversight of a variety of marketing programs and campaigns that support the Atlanta Postal Credit Union (APCU) and CenterParc Credit Union (CPCU) brands and serve to drive awareness, drive lead generation, generate new members, and deepen the relationships with current members.
Full Description	<p>Purpose: The primary purpose of this position is to assist Atlanta Postal Credit Union to live out our Mission, "To help our members achieve financial success by providing exceptional products and service." The Marketing Campaign Manager will be responsible for the development, implementation, and oversight of a variety of marketing programs and campaigns that support the Atlanta Postal Credit Union (APCU) and CenterParc Credit Union (CPCU) brands and serve to drive awareness, drive lead generation, generate new members, and deepen the relationships with current members.</p> <p>Essential Duties and Responsibilities: Other duties may be assigned</p> <ol style="list-style-type: none">1. Deliver outstanding service to both internal and external members that is in alignment with our Service Promises:<ol style="list-style-type: none">a. I promise to be mindful of your time with fast, efficient, courteous, and friendly service.b. I promise to demonstrate integrity in all my interactions.c. I promise to always treat you with dignity and respect.d. I promise to work with fellow employees throughout the credit union to ensure you receive the best possible products, service, and solutions.e. I promise to safeguard the security and confidential nature of your financial information.f. I promise to greet you with a smile and thank you for your business when your transaction is completed.g. I promise to deliver on our mission to help you achieve financial success by providing exceptional products and service.2. As appropriate, works to ensure that all campaigns consider the various stages of the marketing funnel including product launch support, lead generation, member acquisition, member retention, and the ability for staff to meet additional financial needs of members through cross selling opportunities.3. As required, works closely with the Marketing Operations Manager, graphic designer(s), website host, marketing copywriters, etc. to facilitate the capacity to communicate to internal and external stakeholders4. Uses a metric-based approach in the development, enhancement, and evaluation of marketing campaigns, determination of target audiences, alignment with corporate strategies, and measurement of overall campaign effectiveness.5. Partners with Marketing Analyst, channel subject matter experts, and other internal and external data resources to identify, capture, and utilize data analytics to measure success and optimize the timing and communications of marketing programs and campaigns.6. Ensures a cadence of regular reporting and analysis of program results to drive future campaign strategies, campaign enhancements or improvements, and maximize ROI.

7. Works closely with the VP of Marketing to facilitate communication and present information to senior level leadership to ensure effective alignment, development, and approval of campaign strategies.
8. Effectively transfers knowledge and expertise of campaign delivery and the principles and frameworks of successful campaign execution.
9. As needed, lends support to change management implementation and relative communication plans associated with new products, conversions, or process improvements associated with the delivery of fulfillment of APCU/CPCU products or services.
10. Demonstrates effective negotiation and consultative skills appropriate for the position.
11. Partners with internal technical resources, Marketing Web Master, Marketing Graphic designer(s), and outside technical resources to ensure that digital media is properly aligned to campaigns and all functionality is optimized prior to launch.
12. Uses effective written and oral communication skills, as well as project management and presentation skills to gain buy in and effectively implement products, programs, and campaigns.
13. Where applicable provides information on cost-benefit and break-even scenarios related to product and campaign management.
14. May contribute to the development of training materials for the benefit of internal stakeholders.
15. Maintains a current knowledge base and understanding of marketing campaign best practices and emerging consumer trends.
16. Works in a deadline driven environment; Demonstrates a sense of urgency for completion of tasks and simultaneous management of multiple campaigns and strategies.
17. Ensures regulatory compliance with all job-related activities.
18. Complies with all aspects of BSA/AML and OFAC regulations as they relate to this position.
19. Completes special projects and other miscellaneous assignments as required.

Supervisory Responsibilities: Supervises departmental staff of 3 to 6 employees engaged in marketing campaign work in various capacities. 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:

- A Bachelor's degree in marketing, communications, business administration, or other related field of study. An additional 4 years of marketing specific work experience may be substituted in lieu of degree
- 5 years demonstrated leadership, management and oversight running successful marketing campaigns in a B2C environment

including, but not limited to, video, email, direct mail, digital marketing, and event sponsorship

- Prior experience with direct marketing and project management in a marketing environment
- Demonstrated work experience and knowledge of database marketing principles, testing, results management, with a focus on results and constant improvement
- Travel up to 10% within business footprint may be required; Valid driver's license required.

PREFERRED Education and/or Experience:

- A Master's degree in marketing, communications, business administration, or other related field of study
- 3 years specific campaign management experience within the financial services space

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	Georgia
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Fax	
Expiration Date	01/31/2023