

Job Title	Marketing Analyst
Short Description	The Marketing Analyst gathers data, uses analysis methods, and develops metrics to both illustrate and determine the overall effectiveness of marketing programs, promotions, initiatives, brand awareness, product usage among members, and overall member experience(s).
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."</p> <p>The Marketing Analyst gathers data, uses analysis methods, and develops metrics to both illustrate and determine the overall effectiveness of marketing programs, promotions, initiatives, brand awareness, product usage among members, and overall member experience(s).</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. Gathers, aggregates, synthesizes, and analyzes data and presents findings and trends to department leaders and key stakeholders in a format(s) that can be used to make informed business decisions 3. Utilizes a wide variety of quantitative and qualitative research methodologies (for example online surveys, in-depth interviews, focus groups, pricing and forecasting models, field testing and control, etc.) 4. As requested, provides data, research, and analysis aimed at optimizing market segmentation and fine-tuning outbound messaging and other content that is in alignment with individual product objectives, market penetration objectives, and campaign goals. 5. Regularly analyzes on-going programs, product sales transactions, product mix, and cost of product delivery to discern relevant business conclusions. 6. Works to offer solutions or contribute to the identification of solutions to problems of moderate complexity where many factors must be considered with the analysis of situations and data. 7. Where applicable provides information on cost-benefit and break-

even scenarios

8. Ensures regulatory compliance with all job-related activities. Assists with audits as needed.

9. May contribute to the development of training

10. As required, builds, maintains, and manages internal stakeholder and vendor relationships.

11. As needed or required, contributes to the creation of and/or creates request for proposals (RFP) from current and potential marketing business partners.

12. Maintains a current knowledge base and understanding of marketing trends, credit union trends, and financial services product offerings.

13. Keeps management informed of activities and progress towards established objectives.

14. Works in a deadline driven environment; Demonstrates a sense of urgency for completion of tasks.

15. Completes special projects and other miscellaneous assignments as required.

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/pr 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, Business Management, Business Administration, Data Management, or other related field of study
- 3 or more years of prior analytical work experience in one or more of the following fields: advertising research, market segmentation, brand positioning and tracking, financial services product research,
- Prior experience in aggregating and presenting data in support of trends and recommendations
- Knowledge of Microsoft Word and a high level of efficiency with Microsoft Excel
- Ability to travel within market footprint approximately 10%

PREFERRED Education and/or Experience:

- A Master's degree in computer science, information systems, or a related field
- 2 years specific operations work in a Credit Union
- Exceptional technical skills using one or more software applications and tools related to data analysis and presentation (SQL, R, Tableau, Google ads and search engine optimization, Salesforce, contact management systems, etc.)
- Experience with Symitar
- Prior project management experience managing multiple projects simultaneously

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	Bachelor's degree in Marketing, Business Management, Business Administration, Data Management, or other related field of study
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Additional Comments

Credit Union	Atlanta Postal Credit Union
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State	Georgia
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Expiration Date	11/25/2022
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