



Marketing Specialist Atlanta, GA

About Us:

Coca-Cola Credit Union is a not-for-profit, member-owned financial cooperative dedicated to serving Coca-Cola employees by providing superior and digitally-focused service. Founded in 1965, Coca-Cola Credit Union is a full-service financial institution serving 15,000+ members across the country. Coca-Cola CU membership provides access to highly competitive savings & loan rates, plus powerful financial services that add up to a lifetime of savings. We're experiencing exponential growth and would love to count you in!

Job Description:

*Coca-Cola Credit Union is seeking a highly motivated self-starter with exceptional project management skills for its **Marketing Specialist** role. This individual will be responsible for the organization's marketing, branding, campaign promotion, market research utilization, and marketing-related member relationship/engagement activities. The Marketing Specialist will collaborate with key players on the marketing team, other credit union departments, and Coca-Cola leaders to implement new campaigns and strategies that increase membership and drive loan growth. Must be able to work under pressure in a fast-paced environment and exhibit strong time and social skills.*

What You'll Do for Us:

- *Support the VP of Marketing with oversight on the development, execution and coordination of marketing campaigns, special events, employee communication, and annual projects that support short-and long-term strategic plans of the Credit Union.*
- *Coordinate and implement various marketing projects to ensure deadlines and defined goals are met, increasing products and services per member.*

- *Contribute to the growth of Coca-Cola CU social media presence and engagement by creating, updating, and monitoring all social media accounts and facilitating social media promotional campaigns.*
- *Write and edit copy for time-sensitive member communications (i.e., emails, newsletters, social media content, etc.), at times in cooperation with or at the request of other Credit Union departments.*
- *Create internal programs that help CU employees understand and act upon the credit union's business objectives, strategic initiatives, mission, vision, and values.*
- *Employ marketing analytics techniques to gather important data (email, web analytics, rankings, etc.) and tracks existing marketing campaigns to completion and reports on results.*
- *Oversee relationships with third-party providers and outside creative agencies for copy development, artwork, layout, and scheduling as necessary. Ensure deadlines are met.*

Qualifications & Requirements:

- **Educational Requirements:** *Bachelor's degree in Marketing, Communication, Business, or equivalent is required.*
- **Work Experience:** *Minimum 5 years marketing-related experience is required.*
- **Other:** *Experience within a financial institution (Credit Union or Bank) is highly desired, but not necessary. Working knowledge of Photoshop, Illustrator and/or InDesign experience highly preferred.*

What We Can Do for You:

- **Our vibe is member-centric:** *Coca-Cola Credit Union is a community-minded place that is focused on improving the well-being of our members and employees.*
- **Your ideas matter:** *Coca-Cola Credit Union employees are empowered to make decisions and choices that impact their overall work environment. We provide opportunities for development and support employees' individual career paths.*
- **We're pretty passionate:** *Coca-Cola Credit Union strives to enhance lives, fulfill dreams, and build community for employees (and their family members) of the most iconic, innovative and recognized brand in the world, The Coca-Cola Company.*

Interested?

Please click [HERE](#) to apply online.

Questions? Email shfrost@coca-cola.com