

## **Family First Credit Union**

### **Marketing Specialist**

**Hapeville, Ga.**

**Family First Credit Union in Hapeville, Ga. is seeking a full-time Marketing Specialist for the North Atlanta Area.**

**Purpose: Responsible for assisting in the development and implementation of the marketing plan for the credit union. Provide research activities on marketing trends within the industry. Recommend marketing strategies. Complete legal filings for regulatory compliance. Perform a variety of creative and support duties related to the marketing function within the credit union.**

**Previous financial institution experience a plus.**

**The full-time Marketing Specialist will report to the VP Of Marketing.**

**The duties of the full-time Marketing Specialist may include but are not limited to:**

- **Assist the VP of marketing and/or public relations manager with development and implementation of the overall marketing plan.**
- **Assist in social media management.**

- **Travel to local schools and businesses to grow brand awareness**
- **Research industry trends and demographics in the field of membership and develop recommendations for products and services or marketing programs.**
- **Coordinate member surveys. Interact with members to research member needs. Analyze member feedback, and report on results.**
- **Assist with development, implementation, and analysis of marketing promotions. Utilize a variety of computer applications in the design and implementation of marketing materials.**
- **Obtain and/or coordinate bids for all phases of the production of marketing materials.**
- **Manage vendor relationships and contracts to produce marketing materials.**
- **Help train staff in cross-selling and marketing techniques.**
- **Handle member inquiries about promotional and marketing programs.**
- **Assisting employees at other branch(s)**

**The following qualifications are required for the full-time position:**

- **Excellent Customer/Member Service**
- **Experience with Adobe Creative Suite of products including InDesign or Canva**
- **Experience with social media management**
- **Willingness to travel (locally) with mileage reimbursement**
- **Excellent attendance**
- **Excellent communication and organization skills**
- **Computer experience**
- **Team player**

**To apply please send your resume to [search@ffcuga.org](mailto:search@ffcuga.org) Only candidates meeting the above qualifications will be considered.**