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| <b>Job Title</b>           | VP of Marketing   |
| <b>Short Description</b>   | Marketing is an exciting and growing team that allows for creativity, data-driven results, and a strong involvement in the Jacksonville community. Collaborate with others to bring our products and services to local neighborhoods and grow beyond our loyal fanbase.   |
| <b>Full Description</b>    | <p>The city of Jacksonville, Florida, is recognized for its beautiful urban parks and pristine beaches. Since 1935, Jax Federal Credit Union has played a significant role in the community by committing to the credit union's promise of people helping people. With assets approaching \$600 million, the organizational philosophy of JAX Federal Credit Union strives to cultivate and leverage community connections to promote and build brand awareness. JAX Federal Credit Union is looking for a dynamic Vice President of Marketing who will dive right in and be a contributing factor to the JAX Federal Credit Union brand!</p> <p>The Vice President of Marketing is responsible for the brand, product, and marketing strategies, as well as communications, public relations, community engagement, and social media, along with growth strategies. This individual will oversee market and consumer research, market planning, and advertising functions to support the Credit Union's short- and long-term goals and objectives. The incumbent will guide the overall marketing strategy and cultivate its public image consistent with JAX Federal Credit Union's brand, vision, mission, and core values to gain market share and awareness. The Vice President of Marketing will collaborate with the Chief Experience Officer, senior managers, and all departments within the organization.</p> <p>A Degree in Marketing, Communications, or a related field is required. Must have 7-10 years of experience in Marketing, up to 5 years in a higher-level management leadership role. Minimum five years of experience designing and developing multichannel marketing and promotional campaigns with concentrated experience with analytics, digital tactic development, and results reporting. Must be a highly motivated self-starter who is detail oriented with the ability to plan, prioritize, and organize a diversified workload to generate results. Must portray adequate analytical, managerial, organizational, presentation, problem-solving, and servant leadership skills. Financial marketing experience is highly desirable.</p> |
| <b>Education</b>           | A Degree in Marketing, Communications, or a related field is required.  |
| <b>Additional Comments</b> | Candidates should apply by visiting <a href="https://www.theapplicantmanager.com/jobs?pos=js460&amp;fs=1.0em">https://www.theapplicantmanager.com/jobs?pos=js460&amp;fs=1.0em</a>   |
| <b>Credit Union</b>        | Jax Federal Credit Union  |
| <b>State</b>               | Florida   |
| <b>Contact Name</b>        | Aimee Haga  |
| <b>Email</b>               | ahaga@jaxfcu.org  |
| <b>Phone</b>               | 904-475-8023  |

**Fax**

**Expiration Date**

08/12/2022