

Job Title	Vice President of Marketing
Short Description	We have an exciting opportunity for an experienced marketing leader to energize the brand and overall marketing strategy at Orlando Credit Union!
Full Description	<p>What You Will Be Doing:</p> <p>You will be a financial services marketing expert and a leader of leaders.</p> <p>You will lead multiple strategic initiatives at once, while also being hands-on and diving deep into specific analyses as required. Be a thought leader in the credit union on all topics involving marketing data, analysis, and strategy.</p> <p>You will be a pillar of our marketing funnel by designing, building, and executing product marketing strategies and determining the proper personas and audiences who will be the best-fit users of our products and services.</p> <p>You will direct all aspects of marketing, including brand and product marketing, internal and external communications, website, agency partnerships, social media, and marketing operations.</p> <p>You will be content crazed!</p> <ul style="list-style-type: none">• Develop and implement content strategies to engage and educate the members about Orlando Credit Union's unique products and services.• Integrate content with digital marketing, consumer messaging, and internal communications to strengthen and elevate the Orlando Credit Union brand, our member experience, and our employee engagement.• Work with content creators internally and externally to ensure on-brand, consistent, and relevant messaging in all channels. <p>Orlando Credit Union is expanding our reach throughout Central Florida and our Vice President of Marketing will play a key role in launching, promoting and communicating our expansion. Strategic thinking and alignment with our strategic plan are foundational to all aspects of Orlando Credit Union marketing, coupled with collaboration with external and internal partners. You own the relationships with our external marketing partners, including creative, content, social media, and analytics, and engage with them to maximize ROI for the business. You work collaboratively with internal partners on overall strategy and utilization of Salesforce Marketing Cloud and Google Analytics tools. You have a general understanding of compliance and regulatory requirements and can manage risk while maintaining compliance.</p> <p>The Vice President of Marketing reports directly to the CEO, who will be a champion for bold, new marketing ideas.</p> <p>Requirements:</p> <ul style="list-style-type: none">• Bachelor's degree in marketing or related field, master's degree preferred.• Minimum of seven years of progressively responsible experience in Marketing with a minimum of three years in a strategic capacity.• Demonstrated financial Marketing performance with knowledge of social media, online communications, traditional media-based

Marketing, public relations, research, promotional campaign planning, and product management.

- Experience leading a multifaceted team in a fast-paced, high-performing marketing organization.
- Ability to review data, interpret results, and create actionable and measurable strategies.
- People-focused leader with proven ability to build creative, collaborative teams, develop people, and link performance to overall business objectives.
- Experience with new product/program launches and developing go-to-market launch plans
- Experience with: Salesforce Marketing Cloud, Google analytics, social media reporting tools and other MarTech tools
- Broad marketing and communications experience including brand, advertising, direct, digital, social media, branch merchandising and public relations

Education Bachelor's degree in marketing or related field, master's degree preferred.

Additional Comments

Credit Union Orlando Credit Union

State Florida

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