

**DESCRIPTION**

The Marketing Coordinator will assist in the strategic development and efforts to attract new members, enhance the member experience, and meet organizational goals. Manage the day-to-day marketing functions of the credit union. Monitor all marketing programs, campaigns, promotions, delivery systems, and community service activities for compliance with credit union policies as well as external regulations.

**RESPONSIBILITIES**

- Promote a positive brand image by relying on marketing expertise, business acumen, and resourcefulness
- Develop strategic marketing plan and present to CEO and EVP
- Adhere to budgeting requirements
- Monitor, analyze, and document results of marketing initiatives and programs
- Manage vendor relationships and contracts pertaining to marketing
- Appropriately manage SEG's and other applicable marketing databases
- Research industry trends and make recommendations to capitalize on membership growth
- Ensure credit union employees are aware of marketing programs, promotions, new products, campaigns, and collateral material
- Initiate graphic design concepts to realization

**REQUIRED QUALIFICATIONS**

- Graphic design experience
- Social media management
- Advanced skills in building relationships through rapport, trust, diplomacy, and tact
- Ability to develop, navigate, and utilize omni-channel opportunities
- Clearly communicate credit union mission, values, and vision
- Ability to measure desired strategic results
- Strong written and interpersonal communication skills
- Ability to demonstrate creative workplace results

**EDUCATION / EXPERIENCE**

Bachelor's degree in Marketing preferred or comparable workplace experience.

**CONTACT**

Santa Rosa County Federal Credit Union

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