

## **ADDENDUM X – Marketing and Business Development Manager**

### **Essential Job Functions**

- Directs all marketing and advertising to include creating and maintaining brand identity, analysis of products/services, budgets, pricing, and distribution. Develop advertising programs and collateral materials.
- Lead the development of an innovative marketing function that will drive the organizations strategic priorities while executing on time and within given resources.
- Capture the credit unions unique value proposition and market niche and drive initiatives that promote our brand and services to current and prospective members.
- Develops, proposes, gains acceptance for, and implements short- and long-term marketing strategic plans to ensure brand awareness and brand recognition in the communities we serve.
- Directs marketing and sales planning, including an analysis of competitive products/services and selling techniques, legislation, budgets, pricing and distribution.
- Responsible for business development of the credit union including seeking new groups and finding ways to grow the current membership base. This includes frequent onsite visits to grow membership.

### **Other Duties & Responsibilities**

- Envision creative marketing and public relations concepts. Design, develop, and implement marketing and public relations programs for the credit union. Track and evaluate results of programs. Update or change as appropriate to ensure effectiveness.
- Responsible for building relationships with current and future community groups, and creating a network of credit union contacts. Reaches out to community groups in-person, via email, and telephone on a regular basis to cement the relationship as MECU being their financial institution.
- Creates and coordinates all marketing communication. Strong attention to details, while designing and managing quality, error free, grammatically correct communications including advertisements, promotional items, targeted emails, on-hold systems, brochures newsletters, new business materials, and direct mail and statement stuffers.
- Coordinates production and distribution of pieces with outside vendors including statement processor. Creates all digital media marketing campaigns including e-marketing, online, website, and social media campaigns. Quantifies results.
- Develops and manages the strategic marketing plan on an annual basis and update as needed.
- Prepare, implement and supervise the advertising and promotions budget that is consistent with the overall strategic plan and budget for the credit union.
- Management of social media, email marketing, direct mail, and other digital channels; providing ideas and coordinating content for campaigns; managing external vendors; communicating with members and potential members via digital mediums; analyzing digital media channels and preparing reports; assisting with events and charitable activities when needed; and looking for opportunities that promote the Credit Union philosophy.
- Responsible for timely and accurate management reports as relevant to the Management Team and the Board of Directors.
- Coordinates special events; monitors planning, schedules and implementation as required for proper execution of each event.

- Ensure that all marketing and public relations materials comply with State and Federal rules and regulations for the credit union. Keep abreast in changing rules and regulations.
- Oversees the inventory of novelty items, pens, calendars, employee's shirt order, and etc.
- Conducts market research and recommends product/service modifications or improvements.
- Manages member complaint/grievance response activity.
- Interact and communicate with all those impacted by promotions, new products, advertising campaigns, collateral material, etc., so that employees are up to date on credit union marketing programs.
- Proactively research competitor's current product and service offerings and measure them against our offerings to gauge member satisfaction and opportunities for enhancing our existing products and services. Conduct or assist in conducting research on industry trends. Recommend programs and projects beneficial to the credit union and its members as a result of research, trends, member requests, etc.
- Supervises the Marketing and Business Development Assistant.
- Assist President / CEO with various projects throughout the year.
- Know all security procedures of MECU.
- Have a working knowledge of hardware, software and security of computer system.
- Assure proper maintenance, cleanliness, security and professionalism of work areas and equipment. Extend complete "confidentiality" with member information.
- Assist other MECU employees when needed or when there are non-productive periods. Perform other duties as assigned. Cross-train in all aspects of credit union responsibilities.
- Continue training and education to enhance knowledge of credit union services and products.
- Extend complete "confidentiality" with member and employee information.
- Must be willing to work both the early and late shift as well as fluctuate between branches when needed.

**Required Knowledge, Skills and Abilities:**

- Must be computer literate in Microsoft Suite and willing to learn other necessary platforms.
- Excellent editing and writing skills.
- Must have good organizational skills
- Must be able to speak confidently in public, as this person will serve as a representative of MECU at business and community events.
- Demonstrate initiative, enthusiasm, and strong leadership qualities.
- Considerable knowledge of credit union law, policies, procedures, programs, services, and products.
- Ability to deal with the public courteously and tactfully, to elicit information effectively, and to convey concise, accurate explanations of policies and programs.
- Ability to carry out assignments completely, with limited supervision.

**Desirable Experience, Education and Training**

Bachelor's degree in marketing or completion of a specialized course of study at a business or trade school or extensive in-house training or apprenticeship program or three to five years of equivalent experience. Experience in credit unions or banking preferred.

**Reports To**

President / CEO

**Backed up By**

Marketing and Business Development Assistant

**Payroll Status**

Non-Exempt

**Physical Requirements**

- Prolonged periods of sitting at a desk and working on a computer
- Must be able to lift 10 pounds at times

Metro Employees Credit Union is an Equal Opportunity Employer, and it is the policy of MECU, from interviewing applicants through employing, managing and promoting employees, to provide equal opportunity at all times without regard to: Sex; Class; Age; Race; Color; Religion; Genetic Makeup; Gender Identity; Disability; Marital Status; Ancestry; National Origin; Sexual Orientation; or Political beliefs.

MECU will make reasonable accommodations for qualified individuals with known disabilities, unless doing so would result in an undue hardship for MECU, in all aspects of employment, including selection, job assignment, compensation, discipline, termination, and access to benefits and training.

MECU will provide reasonable accommodations to an employee who is limited due to pregnancy, childbirth, or a related medical condition absent undue hardship. Such employees will not be required to take leave from work if another reasonable accommodation can be provided. These accommodations are available to both exempt and nonexempt employees. The following are examples of such accommodations:

- a. More frequent or longer breaks
- b. Time off to recover from childbirth
- c. Acquisition or modification of equipment
- d. Appropriate seating
- e. Temporary transfer to a different job
- f. Modified schedules
- g. Light duty
- h. Private space to express breastmilk other than a bathroom

Any employee with questions or concerns about any type of discrimination in the workplace is encouraged to bring these issues to the attention of their supervisor, manager, or the President / CEO. Employees can raise concerns and make reports without fear of reprisal. Anyone found to be engaging in any type of unlawful discrimination will be subject to disciplinary action, up to and including dismissal.

I agree that unless otherwise prohibited by applicable state or local law my employment is at will and may be terminated at any time by either MECU or myself, with or without cause and with or without notice.

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Name

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Date