



Job title: Marketing Manager

Work Location: Alexandria, Virginia

Division/Department: Marketing

Reports to: Vice President of Delivery Channels

Full-time
 Part-time

Exempt
 Nonexempt

Job Summary:

The Marketing Manager is responsible for the day-to-day administration of the Marketing Department for development, implementation, stewardship and evaluation of the credit union’s marketing strategies. Marketing objectives are carried out through, but not limited to, digital/mobile and social channels. This includes supporting company-wide strategies and business objectives to help grow the organization as a primary financial resource for our members and community.

An excellent candidate is one who enjoys inspiring their team and peers to connect their creativity and skills in the direction of the Democracy vision. This person can quickly instill confidence and action with all team members (vendors included) to create the desired outcome. This is the type of leader who loves the rewarding challenge of building a brand, culture, and financial freedom for members and communities. As an influencer, they realize the impact marketing contributes to success, how vital their execution is to meet organizational goals, and the importance of building relationships.

Primary Duties and Responsibilities:

- Effectively utilize and optimize the digital footprint via the use of analytical and conversion tracking tools and systems (i.e., Google Analytics, Facebook Analytics, vendor systems, etc.) to monitor, evaluate and optimize the credit union’s digital media presence and performance.
- Effectively hires, mentors and directs the activities of the Marketing Coordinator, and Live Chat Agent. Accomplishes staff results by communicating job expectations, planning, monitoring, appraising job results, coaching, counseling, initiating, coordinating and enforcing systems, policies and procedures.
- Create original copy and write original content for all delivery channels to support and advance the marketing plan per the organization strategic plan
- Optimizing the credit union’s data warehouse, MCIF, marketing automation, social media management and other customer information systems to data-mine and produce effective target market and segmentation strategies.
- Manages, supervises and maintains relationship with outside vendors in promoting Credit Union services. (i.e. advertising agencies, mailing houses, digital/social marketing partners etc.)
- Achieves financial goals by establishing marketing plan, objectives, developing budgets, controlling cost, and maximizing use of assets.
- Works closely with the Vice President of Delivery Channels on areas of marketing strategy, campaign and product development, success measurement, market segmentation, member experience and competitor analysis.

Position Specifications/Requirements:

- Represents marketing on committees and cross-functional teams as required. Pro-actively engages appropriate DFCU staff regularly to ensure marketing plans and tactics are properly integrated across the credit union.
- Maintain competency on various software proficiency for video creating and editing, graphic design and emerging technology
- Ability to write compelling, informative, marketing-oriented and/or explanatory copy for a variety of dissemination methods (print, voice, online).

- Ability to effectively present information verbally and in writing for interacting and communicating with individuals and groups from management, staff, membership, and vendor audiences.
- Maintain an intimate understanding of traditional and emerging marketing channels.
- Excellent communication, interpersonal, creative direction, problem-solving and supervisory abilities.
- Strong organizational and project management skills. Solid leadership and team building abilities.
- Good, sound, practical judgment, and Strong attention to detail
- Represents the Credit Union in a professional manner at membership drives and public relations events as needed.
- Other duties, responsibilities, and job functions as assigned

Education and/or Work Experience Requirements:

- Bachelor's Degree in a pertinent field or equivalent experience, with demonstrated abilities in managing multiple tasks and meeting deadlines related to digital marketing.
- Five (5) to seven (7) years of equivalent experience in the financial services industry strongly preferred.
- Vendor Relations -Experience working with and managing multiple vendor relationships.
- Database analysis and marketing experience required. Ability to assess and analyze complex data, making correlations and drawing conclusions to develop target-marketing strategies.
- Strong background in financial services marketing and promotion techniques, including positioning, brand awareness, and promotion/advertising with a thorough understanding of Credit Union products and services.
- Excellent verbal and written communication skills, including ability to effectively communicate with internal and external members, staff, and auditors
- Excellent computer proficiency (MS Office – Word, Excel, Outlook)
- Must be able to work under pressure and meet deadlines, while maintaining a positive attitude
- Ability to work independently and to carry out assignments to completion within parameters of instructions given, prescribed routines, and standard accepted practices

Physical Requirements:

- Ability to perform the essential job functions consistent safely and successfully with the ADA, FMLA and other federal, state, and local standards, including meeting qualitative and/or quantitative productivity standards.
- Ability to maintain regular, punctual attendance consistent with the ADA, FMLA and other federal, state, and local standards

Applicants can submit resumes with contact information to Total Quality Consulting (TQC Team) at hire@tqcteam.com

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