



Marketing Coordinator

JOB SUMMARY

This position will work very closely with the Chief Marketing Officer to assist, learn, and manage projects. This is an opportunity to work on a wide range of marketing activities from scaling support for launching new credit unions and banks to creating content, managing events, overseeing website changes, and managing various marketing projects. A big part of this is learning and developing expertise with critical marketing tools such as Marketing Cloud, Salesforce, WordPress, and Photoshop. This will require strong communication and organizational skills and the ability to multi-task.

KEY RESPONSIBILITIES

- **Website** – lead and maintain company website, post content, and make updates as needed. Become the expert on the system.
- **Marketing Cloud** – build out newsletters, email campaigns and customer journeys, become the expert on the system.
- **Launch Support** – manage schedules/deadlines, work with customers to identify asset requirements and with the agency to deliver production ready files.
- **Content Development** – help write campaign emails, articles, newsletters, etc.
- **Events/Tradeshows** – manage schedule/deadlines, work with agency to design assets and order giveaways, assets, and onsite services (internet, carpet, set-up, etc.).
- **Projects** – help with ongoing projects (i.e., UX project, web calculator, DoubleCheck Community, etc.)
- **SharePoint** – develop, manage, and oversee marketing SharePoint site so most current assets are always available.
- **Photoshop** – learn how to leverage photoshop for simple graphics needs to avoid agency fees, advance to more complex items as able.
- **Metrics** – track and report on campaign results.
- **Agencies/Vendors** – collaborate with agencies and other vendor partners.

REQUIREMENTS & QUALIFICATIONS

- Proficient with all Microsoft Office products
- At least 3 years of marketing background and experience
- Excellent written and oral communication skills
- Excellent organizational skills
- Proficient in marketing tools such as Marketing Cloud, WordPress, and Photoshop



SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

LANGUAGE SKILLS

Ability to read and interpret documents such as operating and maintenance instructions and procedure manuals. Ability to write reports and correspondence. Ability to speak effectively before groups of customers or employees of organizations.

MATHEMATICAL SKILL

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations. Ability to research and put together justification for sound decision making and recommendations.