



## JOB DESCRIPTION

**Position Title:** Marketing Manager  
**Location:** Sodus, NY

### General Summary:

The Marketing Manager will oversee the daily operations of all marketing department functions, including creating and managing plans to meet strategic organization goals, building our brand, and providing strategic solutions while strengthening member relationships. Leads the strategy and implementation of all communications and promotions, including research for targeted campaigns, through all channels of marketing. Manages the responsibilities of departmental staff to ensure effective representation of the credit union through all department activities, such as communications, promotions, community relations, public relations, advertising, direct mail, collateral support, research, and selection of appropriate vendors, all to ensure consistency of messages/communications to provide the best representation of Reliant's brand, mission, and value proposition.

Understands and follows expectations of Reliant's corporate culture. Leads by example in the consistent demonstration of accountability, respect, and teamwork. Provides quality service and strives to exceed service expectations. Acts in a professional, friendly manner at all times. Completes work timely and accurately.

### Duties & Responsibilities:

*The following duties and responsibilities for this position are not all inclusive; others may be required or assigned.*

1. \*Develop and implement the strategic marketing plan.
2. \*Develop and oversees department budget.
3. \*Create strategic communication plans to contain multiple touch-points to potential and current members in order to achieve business objectives.
4. Serve as administrator for the Marketing Customer Information File (MCIF). Tracks the ROI of campaigns and supplies target marketing lists to staff. Utilizes the MCIF to target specific audiences for product/service promotions and provides in-depth reporting.
5. \*Create, maintain, manage and follow a marketing calendar based off the marketing strategy to ensure deadlines and projects are delivered on time and within budget.
6. \*Strategize, manage, and implement digital and eMail/print marketing campaigns including copy writing, design and reporting.
7. \*Manage marketing project initiatives and select, coordinate, and works with third party vendors as needed.
8. \*Generate campaign and departmental reports, ensuring accuracy of data.
9. Communicate effectively throughout the credit union to ensure staff understanding of new programs/promotions, and adequate supply management.
10. Manage member surveys gathering and evaluating feedback.
11. Serve as liaison to designated vendors with the intent to capitalize on our investment, ensuring member needs are met.
12. Proofread all appropriate marketing materials, ensuring that they are accurate and comply with regulatory guidelines.

13. Ensure positive, consistent image of credit union in all materials and publicity efforts.
14. Ensure accuracy and compliance of all marketing efforts.

*\*Indicates an essential function of this position.*

### **Required Knowledge, Skills and Abilities:**

1. Possesses excellent leadership skills, with demonstrated ability to lead the marketing staff and obtain results through others.
2. Possesses ability to perform in a fast-paced, multi-task work environment.
3. Demonstrates excellent written and verbal communication skills.
4. Demonstrates knowledge of the principles of effective marketing.
5. Demonstrates initiative and creativity in the origination of ideas and in the development and implementation of marketing materials.
6. Demonstrates sound judgment in comparing and deciding among alternative actions.
7. Demonstrates strong time management skills, ability to prioritize projects and to meet deadlines.
8. Must be a self-starter and goal-oriented.
9. Demonstrates ability to lead, organize, plan, and schedule work to achieve specific goals.
10. Possesses working knowledge of credit union programs and services.
11. Possesses ability to work independently while supporting an overall team effort.
12. Demonstrates effective analytical and problem solving skills.
13. Possesses ability to work within a quick-paced environment against strict time constraints; accept new and changing responsibilities and adapt appropriately.
14. Demonstrates ability to understand the credit union's Mission Statement and corporate culture and consistently incorporate them into all aspects of work.

### **Minimum Training and Experience:**

1. Bachelor of Science in marketing, communications, business, or related field.
2. Five years related work experience. Additional experience may be considered in lieu of educational requirements.
3. At least five years of progressively more responsible experience within a financial services organization, which has provided opportunity to gain the necessary experience and background knowledge to manage a marketing department.
4. Demonstrates working knowledge of Computer design/desktop publishing (Adobe Creative Suite including Photoshop, Illustrator, InDesign preferred); spreadsheet, word processing and presentations (Microsoft Office Suite preferred).
5. Familiarity with additional computer graphics software beneficial.
6. Additional coursework related to the job may be required.
7. Supervisory experience and training.

### **Physical Requirements**

1. Ability to use keyboard, monitor, telephone, and other standard office equipment for an average of 6 to 8 hours per day, with accurate keyboarding skills for both typing and number entry.

2. Ability to communicate effectively with others in person as well as via telephone, email, and written communications.
3. Ability to decipher data contained in documents, reports, spreadsheets, etc., presented both on paper and electronically.
4. Ability to read large and small print, to view from a distance and up close, and to decipher colors.
5. Must be able to lift and move up to 50 pounds with assistance, inclusive of using a moving cart safely.
6. Ability to drive within the credit union's service area, with valid NY State driver's license.
7. Ability to travel throughout a two story building including stair climbing and descent and/or elevator operation..
8. Ability to access document files/filing drawers above and below waist levels.
9. Ability to sit and/or stand for extended periods of time.
10. Must be capable of regular, reliable and timely attendance.

**To Apply:**

Email your resume and cover letter to: [careers@reliantcu.com](mailto:careers@reliantcu.com)

Or send your resume and cover letter to:

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