



## HORIZON FEDERAL CREDIT UNION POSITION DESCRIPTION

<b>POSITION DESCRIPTION:</b>	Marketing Professional
<b>REPORTING TO:</b>	Chief Branding Officer
<b>DEPARTMENT:</b>	Human Resources
<b>FLSA STATUS:</b>	Non-Exempt
<b>LOCATION:</b>	Corporate Facility

Horizon understands our employees are the credit union’s greatest asset. We recruit and develop enthusiastic, engaged, and empowered individuals to take ownership of each and every member experience to ensure the member is receiving exemplary service. Together, we strive to provide a brighter financial future for our staff, our members, and our surrounding communities.

*Our staff is driven by a common passion to be the BEST by doing whatever it takes to exceed the expectations of our members and internal team. They are determined to differentiate our Credit Union in the marketplace through our obsession for delivering superior quality and professionalism. They are collectively focused on conducting all business, internally and externally, with the highest degree of honesty, integrity, consistency and ethics.*

### POSITION OBJECTIVE

Responsible for the successful planning, implementation, communication, and tracking of all credit union marketing and community events. This individual also ensures that the credit union’s professional reputation and brand is projected, communicated, and maintained in a way consistent with the organization’s brand, culture, mission and vision.

### RESPONSIBILITIES

1. Serves as ambassador of the Horizon Federal Credit Union (Horizon) brand. Continuously demonstrates the Credit Union’s mission, vision, and core values in all interactions with members, colleagues, and vendors.
2. Ensures operational integrity including compliance in all policies and procedures.
3. Serves as a role model to other employees through words and actions.
4. Creates, implements, and communicates marketing promotions aligned to achieve credit union goals. Calculates ROI to determine promotions’ success.
5. Ensures staff are well informed of upcoming, ongoing, and results of marketing programs and initiatives.
6. Assists with the creation, printing, and distribution of marketing materials and advertising. Ensures materials are accurate and updated.
7. Assists with creating, planning, coordinating, and sponsoring community or special events including Expand Expo.
8. Writes and distributes press releases for local media, online, and credit union publications.
9. Actively manages Horizon’s social media; creates and schedules relevant posts aligned with Credit Union initiatives based on educational, informative, or sales content.

10. Publishes quarterly member newsletter; creates and coordinates content, and schedules for delivery.
11. Ensures the accuracy and consistency of the Horizon brand and voice throughout all channels.
12. Supports CBO with the development of strategic marketing plans, goals, and budget projection by providing analytical market research, reports, and recommendations aligned with Horizon's goals and objections.
13. Represents the Credit Union as contact for third-party vendors
14. Develops, plans, and implement community outreach and business development initiatives to support the communities in which we serve, increase awareness, and grow the Credit Union.
15. Utilizes relevant data sources to segment current and potential members for sales activities and marketing programs to drive growth, education, and awareness.
16. Creates reports to measure, track, and anticipate member behaviors.
17. Conducts research to stay on market trends; analyze and keep abreast on competition.
18. Routinely visits Horizon locations and other areas where Horizon's brand is present to ensure marketing is updated, well-supplied, and aligned with brand and message. Includes brochures, lobby displays, digital TVs, and drive-thru.
19. Conducts semi-annual branch profitability and annual market analysis reporting.
20. Creates, monitors, tracks and communicates internal sales contests.
21. Evaluates current programs, procedures, policies and technologies; recommend changes to enhance the financial well-being, service levels, and ensure key Credit Union objectives are met, when applicable.
22. Serves on project teams as necessary to meet objectives and deadlines.
23. Maintain a current and comprehensive knowledge of all related products, services, policies, procedures, rules, and regulations applicable within the department, and ensures staff is aware of and comprehends changes.
24. Communicates in person, over the phone, and through written correspondence in a clear, diplomatic, and professional manner.
25. Proactively identifies and communicates areas to increase and enhance efficiencies, productivity, profitability, and provide a consistent team atmosphere.
26. Ensures all employees adhere to policies and procedures described in Employee Handbook.
27. Actively participate in internal and external educational programs, schools, or conferences to continually develop greater knowledge and expertise. Take initiative for personal career development, as well as development of staff, and seek opportunities to learn new skills.
28. Complete annual mandatory compliance and other trainings.
29. Willingly participates in Credit Union functions, committees, and events on a volunteer basis or as reasonably requested.
30. Maintains a positive attitude through communication and behaviors.
31. Represents Horizon in a positive and professional manner in community events, meetings, and conferences.
32. Travel required in membership area. Occasional travel required outside of membership area and may include overnight stay for trainings, workshops and conferences.
33. Occasional evenings and weekends required.
34. Complete all other duties as assigned and/or required.

## QUALIFICATIONS

**Education and Experience:** Bachelor's degree from accredited college or university with a concentration in marketing preferred. Relevant experience may substitute for degree.

**Other:**

- Maintains a professional demeanor in appearance, communication, and action.
- Possesses a high level of interpersonal communication, both verbal and written.
- Takes command of situations; remains confident, unfazed and undeterred by conflict, dealing with strong personalities, communicating unfavorable information, and allowing others to take risk and grow.
- Effectively work and remain calm under pressure and in tense situations.
- Focused and driven to obtain goals in an ethical manner.
- Demonstrate positivity and enthusiasm regardless of the situation and motivate team to do the same.
- Creative and innovative thinker and problem solver.
- Solid working knowledge of PC-based programs.

**Language Skills:**

Ability to read, analyze, and interpret financial reports and documents, periodicals, journals, reference resources, and training and policy manuals. Ability to prepare business letters and other professional correspondence using the prescribed format and conforming to rules of grammar, diction, and style. Ability to comprehend and respond to common inquires or complaints from credit union members, colleagues, regulatory agencies, vendors, media, or members of the business community. Ability to effectively conduct training, communicate at panel discussions, and make professional presentations.

**Mathematical Skills:**

Ability to compute discount, interest, profit, and loss; commission markup and selling price; and ratio, proportion, and percentage. Able to perform very simple algebra.

**Reasoning Skills:**

Ability to apply logical or scientific thinking to define problems, collect data, establish facts, and draw conclusions. Able to interpret a variety of technical instructions and can deal with multiple variables.

**Physical Requirements:**

Primarily sedentary work, with occasional lifting up to 20 lbs. While performing the duties of this job, the employee is required to use fingers to make small movements such as typing, picking up small objects, or pinching fingers together.

Must possess sufficient manual dexterity to skillfully operate standard office equipment, including but not limited to: computer mouse and keyboard, facsimile machine, photocopier, telephone, and calculator. Must be able to view and read written words and numbers from paper and computer screen. Must be able to hear verbal communication in normal volume, pitch, and tone in person and over the telephone.

The physical demands described are representative of those required to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Note:** Job descriptions are intended to be accurate reflections of those principal job elements essential for making decisions pertaining to compensation. They should not be considered to be an exhaustive list of all responsibilities, skills, efforts, or working conditions associated with the position.

***I acknowledge that I have read and understand the above job description. I am physically and mentally capable of handling the above responsibilities.***

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Date

**This is not to be construed as an employment contract.**

**This job description does not alter the Employment-AT-Will relationship in any way.**