

# **Hayward Community Credit Union Marketing Strategist – Coordinator**

## **Job Description**

At Hayward Community Credit Union, marketing is about understanding the credit union brand of “people helping people”. Building awareness about how our products/services can satisfy the financial needs of community members within our seven-county area of service. We are looking for an experienced and versatile marketing coordinator who is hungry to do this and more. Our ideal candidate has experience developing and executing marketing campaigns while managing and inspiring a team. He/she will be comfortable with day-to-day marketing activities, as well as long-term strategy, thriving with tight deadlines and changing needs. If you are a people-person who loves the rewarding challenge of building a brand, we want to hear from you.

## **Objectives of this Role**

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create brand awareness, maintain, and conduct reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
- Design, test and evolve social media and website to tell our credit union story to evoke an emotional connection to our brand
- Other various duties as assigned by management

## **Daily and Monthly Responsibilities**

- Develop and execute creative marketing campaigns
- Monitor, maintain and update all social media and website
- Form partnerships with local non-profit groups and schools to promote financial literacy and volunteerism

- Advertise with local media as needed through radio, TV and paper ads
- Update onsite digital, phone and visual advertisement
- Create and order promotional products and gifts
- Set goals and projections while managing within a budget

### **Skills and Qualifications**

- Experience in designing interactive applications and networking platforms
- Excellent written and verbal communication skills
- Experience in developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with a creative eye
- Detail oriented and ability to follow all advertising compliance and policy guidelines