

San Antonio Citizens Federal Credit Union

Job Description

Job Title: Marketing Assistant

Reports to: Vice President of Marketing

Summary: To assist the Marketing Department in all aspects, to improve the credit union's ability to effectively communicate the value we bring to our individual members and the communities we serve.

Duties and Responsibilities

- Provide support to the Marketing department in coordinating of marketing efforts among physical branches, digital platforms and community events.
- Assist in the implementation of the promotion of credit union products and services including assistance and interaction with social media networks and external websites.
- Assist with special events related to marketing and community involvement initiatives.
- Provide support for graphic design development of internal and external communication and collateral pieces
- Assist with creating, proofing and editing copy.
- Responsible for ordering and maintaining inventory of all marketing/office supplies and giveaways used by all offices and those kept on hand for use at future events.
- Perform routine checks on website (ADA compliance, links & videos), mobile app, lobby monitors and social media to make sure everything is working correctly.
- Ability to utilize Gold for research and Marketing purposes.
- Create charts, reports, graphs and queries as needed.
- Respond to notifications, emails and phone calls in a timely manner.
- Assist with planning and set up of Sponsored Events.
- Complete special projects as assigned or needed
- Work within the policies, procedures and compliance regulations of the credit union. Comply with the regulatory requirements of the Bank Secrecy Act, OFAC, USA Patriot Act, Advertising and all other applicable state and federal rules and regulations

Education

- High School Diploma or equivalent required

Knowledge, Skills and Abilities

- General knowledge of Microsoft Office Suite (Word, Excel, Outlook)
- Knowledge of credit union products.
- Ability to work collaboratively in a dynamic, fast-paced environment with multiple priorities/deadlines
- Passionate about communication and detailed oriented
- Experience with social media engagement techniques and strategies
- Excellent oral and written communication skills
- Good organizational skills with the ability to multi-task
- Ability to work in a team environment
- Ability to work flexible hours at management's request
- Ability to work with a high level of independence

Work Environment

- Must be able to sit and stand for an extended periods of time
- Must be able to utilize/view a monitor for extended periods of time
- Must frequently use a keyboard to enter data

Note: The above information on this job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.