

# **East Idaho Credit Union**

## **JOB POSTING**

**February 21, 2010**

**Marketing Director for East Idaho Credit Union. Experience and requirements for this position are as follows:**

- **Degree in marketing or similar field and/or 2 - 4 years professional experience in marketing with a working knowledge of traditional and online marketing strategies and tactics – ideally within a financial environment.**
- **Knowledge of Credit Union products and services.**
- **Strong understanding of website development and maintenance.**
- **Plans, designs, develops, and implements all marketing programs, materials and delivery systems that reflect the brand and achieve the overall strategic goals of the Credit Union.**
- **Ensures all advertising and promotional activities are in compliance with State, Federal and other regulatory agencies' laws and regulations and Credit Union policies and procedures.**
- **Writes and publishes all advertising and promotional materials and various Credit Union documents such as member newsletters, forms, press releases, and the annual report.**
- **Monitors competitors' products and services in the marketplace to ensure there are no competitive gaps. Makes recommendations of product and service enhancements that support the long-term vision of the Credit Union.**
- **Performs market research of both members and potential members.**
- **Assists management by making sure marketing research is valid, reliable, and useful.**
- **Assists branches with targeted community involvement activities, seminars, and special promotions related to marketing of Credit Union products and services.**
- **Requires excellent writing skills stressing composition, grammar, spelling and punctuation.**
- **Ability to speak with confidence and communicate effectively.**
- **Ability to travel to outside branches and work overtime as needed.**

**Qualified candidates must provide a resume' and complete an application at the Main Office located at 865 S. Woodruff Ave., Idaho Falls, Idaho. Selected candidates will be contacted and scheduled for an interview.**