



Job Description

Position Title:	Marketing Coordinator
Reports To:	Marketing Manager / CEO
FLSA:	Exempt Annual Salary: \$ 58,000 - \$64,000

Primary Purpose:

Supports the evolution and protection of the PrimeTrust brand across every interaction with our members and the community. Assists the Marketing Manager in the execution of strategic plans and the creation of in-house digital and print content. Executes localized campaigns that drive expansion into new counties while maintaining a strong hometown presence. Coordinates with vendors and internal teams to facilitate tactical efforts, ensuring all marketing activities are compliant and align with credit union's growth goals and organizational mission.

Duties and Responsibilities:

- ◆ Contributes to the implementation of the annual marketing strategic plan, ensuring tactical department tasks align with the credit union's overall vision.
- ◆ Responsible for social media strategy and publishing, with an emphasis on listening and engagement with members, prospective members, and community stakeholders.
- ◆ Produces and manages in-house digital content, including website updates and social media assets to support regional search leadership and member engagement.
- ◆ Facilitates communication with all departments regarding promotions, new products, and advertising campaigns to ensure staff are fully informed and up to date.
- ◆ Tracks and reports on market trends and campaign performance to provide the Marketing Manager with insights for future promotions.
- ◆ Coordinates and represents the credit union at community events, expositions, and outreach programs involving non-profits, local schools, and businesses to strengthen public relations.
- ◆ Develops advertising creative using Adobe Creative Suite and/or Canva. Maintains a structured file nomenclature system to ensure assets are easily tracked/retained for future use.
- ◆ Drafts and proofs external communications, including direct mail, press releases, and collateral, ensuring accuracy and adherence to regulatory compliance.
- ◆ Develops and monitors member surveys to identify financial needs and evaluate the success of credit union products and services.
- ◆ Maintains industry knowledge by attending educational workshops / classes, reviewing related publications, and establishing networks -- Maintaining an up-to-date and comprehensive knowledge on all PrimeTrust Financial Credit Union products and services.
- ◆ Poses no direct threat to the health or safety of himself/herself, of others, or to property. Defined as a significant risk of substantial harm that cannot be eliminated or reduced to an acceptable level by reasonable accommodation.
- ◆ Requires regular attendance to perform essential elements as contained herein between the assigned start and end times for work.

Duties and Responsibilities continued:

- ◆ Performs such individual assignments as management may direct.
- ◆ Establishes and maintains effective work relationships within PrimeTrust Financial Credit Union and the community; and maintains the professional competence, knowledge and skill necessary for the satisfactory performance of all assigned responsibilities.

Basic Qualifications:***Education***

Bachelor's degree in Marketing, Business, Graphic Design or related field, or commensurate experience with advance training in Credit Union operations.

Experience/Knowledge

One to three years of proven experience in marketing operations.

Certifications/Licenses/Registrations

Valid driver's license required

Preferred Experience/Qualifications:

Bachelor's degree in related field.

Credit union or related financial institution marketing experience.

Proficiency with Adobe suit / Canva

Technical Competencies:

Strong oral and written communication skills

PC & IS proficiency including desktop publishing skills & internet research skills

Ability to work with cross functional groups

Ability to develop and implement programs for continuous improvement

Aptitude to read, interpret, and implement applicable regulations and laws

Public speaking / presentation skills

Cross-selling skills

Ability to organize and manage multiple priorities

Physical Requirements & Work Environment:

Sitting at desk or workstation approximately 70 percent of work time. Standing and walking approximately 30 percent of work time.

Ability to work extended hours and weekends.

Normal Credit Union environment.

Ability to lift 25 lbs. occasionally