SUMMARY:

Supports the credit union’s marketing plans and initiatives by creating and maintaining HCU’s e-services. Contributes to the profitability, growth and reputation of HCU by creating and maintaining e-services that are member focused and that support the strategic growth and objectives of HCU. Will be responsible for tracking growth; managing bill payer; implementing new e-services and social media; administering reports; and identifying new online channels to improve member adoption and retention. Assists in promoting credit union products and services via the various e-services delivery channels. Promotes a positive image and ensures that our e-service platforms effectively support our brand image.

ESSENTIAL DUTIES AND RESPONSIBILITIES additional duties may be assigned from time to time to reflect changing circumstances.

- Manage the e-services channel ensuring that it supports the needs of the membership. Serve as point person for problem-solving issues with Home Banking and Bill Payer and other electronic channels.
- Implement and manage existing e-services.
- Identify methods to effectively monitor and measure e-services through compiling, analyzing, tracking, reporting, and evaluating data.
- Create and maintain reports on e-services growth, trends, and member utilization; proactively offer recommendations to Manager that support Marketing’s objectives.
- Responsible for keeping updated on the constantly changing e-service trends and finding new delivery channels to support member adoption and retention objectives.
- Develop, maintain, and manage social media strategies for the credit union which may include serving as primary content developer, create and maintain blogs, monitor social media trends, and ensure consistent message between advertising and social media communications.
- Coordinate with managers and/or vendors to ensure planning and execution of dynamic marketing programs are effectively represented within our e-services and ensuring a consistent branding message is communicated.
- Performs other functions that facilitates the objectives of the marketing department such as placing orders for material and supplies, maintaining the credit union’s website, conducts member and telephone surveys, and maintains the department’s filing system.
SUPERVISORY RESPONSIBILITIES:

No requirement.

PERFORMANCE STANDARDS:

Must fully understand organization’s Mission, Vision and Strategic Business Plan. Must be familiar with all products and services and have a clear understanding of traditional and contemporary ways and means of delivering and encouraging customers to use these products and services. Cooperative and positive attitude toward members and staff. Professional appearance and demeanor. A demonstrated team player.

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above and below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:

An appropriate business degree with emphasis in Marketing, at least two years’ of hands-on experience in a financial institution (branch office function or head office function) working with e-services, marketing, or business development concepts and practices. Related work experience may substitute for education.

LANGUAGE SKILLS:

Ability to read, analyze, and interpret common organization industry events, journals, financial trends, and consumer oriented issues. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or customers of the business community. Ability to communicate information and ideas in speaking and in writing so others will understand.

MATHEMATICAL SKILLS:

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

REASONING ABILITY:

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of marketing trends and data presented in mathematical or diagram form and deal with several abstract and concrete variables.
CERTIFICATES, LICENSES, REGISTRATIONS:

No requirement.

OTHER SKILLS and ABILITIES:

Ability to operate a personal computer with a high level of proficiency in Microsoft Office Suites, specifically advanced knowledge of Excel and Word. Proficient with various graphic programs, MCIF, image capture and processing.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and stoop, kneel, crouch, or crawl.

The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

MENTAL DEMANDS:

The mental characteristics necessary to competently perform this job include the need to occasionally use instructing skills, consensus building skills, and negotiating skills; to frequently use resourcefulness, problem solving, persuasiveness, and concentration; to continuously use creativity, reading and writing ability, imagination, and visual perception in all mediums.