



Full-Time Marketing Manager

Potential Integra First Office Location: Menominee, MI, Stephenson, MI or Powers, MI

Would you like to join our team?

We are a fun, friendly, compassionate team that is dedicated to our mission, “Enhancing lives... one member at a time.” As a not-for-profit credit union, we are member owned and strive to offer lower rates, lower fees, and better yields to our members than traditional for-profit financial institutions. We train our employees to help members with great products and services so we can live out our mission every day.

Integra First Federal Credit Union was founded in 1948 in Powers, Michigan. We have since added two more branches located in Stephenson and Menominee, Michigan. With three locations, opportunities for advancement do arise. **Integra First Federal Credit Union is a great place to build your financial career!**

Summary

This position is responsible for all Marketing functions that align with the strategic goals and mission of the Credit Union. The successful candidate will have a comprehensive background in marketing and the ability to lead marketing efforts within the organization. In this role, the Marketing Manager will have the ability to lead change throughout the organization. We expect all staff to be guided by our mission, “Enhancing lives...one member at a time.”

Essential Functions and Responsibilities

- Develops and implements marketing strategies and tactics to attain growth and profitability goals that will enhance and compliment the goals and objectives of the Strategic Plan. Develops strategies and campaigns for membership, products, and services. Assists executive management in developing short and long-term marketing objectives and goals. Develops and implements a marketing plan.
- Monitors and compiles marketing analytics data to make informed decisions and to measure the impact and success of these initiatives
- Responsible for the creation of high quality professional, accurate, and appealing marketing including copy writing, publishing of print items, communications to trade and local press, social media accounts and posts, quarterly membership newsletters, member statements, assisting with Credit Union public relations events and communications
- Works closely with cross-functional teams and executive leadership to execute innovative growth initiatives
- Manage direct report to maximize productivity, efficiency, and potential, including: hiring, directing job assignments, monitoring staff performance, coaching, counseling, disciplinary action, training, assuring compliance with regulatory requirements and credit union mission, values, policies, procedures, and work rules. Appraise



performance and provide recommendations for staff compensation, promotion, and termination, as appropriate.

- Ensures direct report meets member needs, responsibilities, job duties and performance standards while providing prompt, professional, engaging, and courteous member service focused on building lasting member relationships
- Encourages a positive, productive, supportive, and motivated team that works together to complete tasks. Coaches direct report to perform to best of their ability
- Responsible for marketing all Credit Union products, services, member facing technology, membership, and events through all available and applicable Credit Union platforms as well as marketing through various media and channels to achieve strategic objectives
- Responsible for website administration, content, design, and compliance
- Ensures all marketing and advertisements for the credit union are in compliance with Credit Union policies, laws, and regulations
- Becomes a subject matter expert on all credit union products, services, technology, policies, applicable laws and regulations, and enforces compliance with them
- Prepares and presents monthly marketing reports to executive management and the board of directors and notifies them regarding escalated matters
- Resolve discrepancies as identified internally or by examiners and auditors
- Monitors and researches marketing trends, opportunities for growth, and applicable laws. Makes recommendations regarding marketing projects and programs to remain compliant and/or competitive.
- Manage third-party vendor relationships as they pertain the Marketing Department
- Attends various credit union events on and off-site
- Prepares a marketing budget recommendation for approval by the CEO and ensures annual marketing expenditures remain within budget limit
- Purchases and keeps supply list of marketing materials necessary for various credit union events
- Manages and approves or denies sponsorship and marketing requests from various advertisers and community businesses, schools, and organizations. Submits logo and other required marketing materials as needed for artwork.
- Manages projects for Marketing from conception to completion
- Utilize computers, software programs, faxes, printers, and calculators
- Timely and accurately performs marketing duties including but not limited to legal or other applicable requests for information. Ensures marketing stays up-to-date and current and that marketing is posted and removed timely.
- Identify and act upon opportunities to recommend our products and services
- Maintain an understanding of fraudulent activity such as fraudulent cash, checks, and financial requests in order to educate members through various social media platforms
- Must be available to work all open hours and after hours as needed
- Perform other duties as directed by leadership



Supervisory Responsibilities

- Part-Time Marketing Representative

Qualifications

Required:

- Bachelor's degree in Marketing, Communications, Business or related field
- Five years of similar or related experience which includes extensive background in Marketing and communications
- Progressive leadership experience showing attainment of organizational goals
- Experience using marketing technology and analytics tools
- Excellent communication and public relations skills
- Strong attention to detail
- Robust experience innovating creative and appealing marketing

Preferred:

- Experience in the financial services industry

Travel

Moderate – Travel will be required.

Benefits

Medical

Dental

Vision

Life Insurance

Short-Term Disability Insurance

Long-Term Disability Insurance

401(K)

Paid Time Off (PTO)

Holiday pay

Birthday pay

Are you someone who is friendly, enjoys helping people, has great attention to detail, and likes to participate in community events? We offer up to 24 hours of PTO per year in return for volunteer time! Apply today!

**Integra First Federal Credit Union is proud to be an Equal Opportunity Employer.