



## Job Profile

<b>POSITION:</b> Marketing & Community Relations Manager	<b>INCUMBENT:</b>
<b>DEPARTMENT:</b>	<b>DATE:</b>
<b>REPORTS TO:</b> Director, Member and Employee Experience	<b>SUPERVISES:</b> Corporate Administrative Assistant

---

### Position Summary:

Reporting to the Director of Member and Employee Experience, the *Marketing & Community Relations Manager* is responsible for planning, developing and delivering an effective marketing and communications program that promotes the credit union's products and services to existing and prospective member-owners. Additionally, the incumbent is responsible for effectively and efficiently managing all available resources to clearly articulate the credit union's brand and maximize positive exposure of the credit union to all our stakeholders.

---

### Key Result Areas:

Marketing and Communications Planning and Implementation; Member-owner Communications/Public Relations; Human Resources Management; Department/Work Unit/Credit Union Support

---

### Specific Accountabilities:

- Develops and recommends strategic marketing plans to achieve corporate objectives for products and services. Develops and executes short- and long-term marketing programs to achieve stated objectives regarding revenue, profitability and market share. Participates in the development of pricing strategy for the credit union which will result in a greater market share over the long term.
- Maximize stakeholder awareness of the credit union by proactively managing all traditional and digital marketing channels when appropriate to clearly, consistently and positively articulate the credit union brand.
- Monitors financial, technological, and demographic factors so that market opportunities may be capitalized on and the effects of competitive activity may be minimized.

- Plans and oversees execution of the credit union's advertising and promotional activities including print, electronic media, trade show, direct mail outlets, point-of-purchase displays, and signage. Serves as liaison with outside agencies on ongoing promotional campaigns.
- Manages development, production, and distribution of promotional and collateral materials to support marketing programs including writing copy and/or working with writers and artists and overseeing copywriting, design, layout, paste-up, and production of promotional materials. Negotiates contract terms with outside agencies and suppliers.
- Provides input into the credit union's strategic plan and business plans.
- Develops, recommends and implements the marketing capital and operating budgets. Monitors and takes corrective action as appropriate to ensure the achievement of marketing objectives is within designated budgets.
- Analyzes marketing programs (e.g. planning and coordinating focus groups and other research to evaluate effectiveness of marketing campaigns and communications) and adjusts strategy and tactics to increase effectiveness and to meet changing market and competitive conditions.
- Provides technical advice and consultative support in all areas relating to the sales, promotion and long-term viability of products and services, competitors' strategies with regards to rates and service charges.
- Coordinates the credit union's public relations plan. Designs, develops and distributes communication tools such as news releases, brochures, newsletters, and special mailings. Establishes and implements an effective media relations program. Correlates compatibility of promotional campaigns with public relations activities.
- Ensure all internal and external advertising, public relations, communication and promotional resources are effectively utilized to deliver a clear and consistent message to our stakeholders, and that the message supports the credit union's brand relative to products, services and community relations.
- Proactively develop and maintain relationships with external partners to develop, enhance, implement and evaluate a public relations strategy ensuring proactive media placement and other activities related to increased visibility.
- Prepares marketing activity reports for management; including, but not limited to such matters as: post-event reports and regular status reports on marketing programs, marketing trends, environmental scans, new customer-owner campaigns, tracking reports on customer-owner behavior as related to product usage or signing up for new services, shared sentiment of customer/-owner with regard to service satisfaction.
- Oversee the Credit Union's website and social media including overall design, content and messaging to ensure consistent communication of the credit union brand.
- Oversight of the Annual General Meeting, strategic planning and staff events, including preparation of the annual report.
- Provides recommendations and direction to management and the Board on communication strategies.
- Assists in the development and implementation of the annual CSR plan including the supporting budget and resources required to meet the Credit Union's Cooperative Social Responsibility Program to fulfillment of its long- and short-term objectives.

- Develop alliances with community partners to further organizational objectives and priorities.
- Completes other projects and duties as assigned.

---

## **Minimum Hiring Qualifications and Experience:**

The *Marketing & Community Relations Manager* will have successfully completed a bachelor's degree with a concentration in Marketing plus have three to five years senior marketing experience in a financial institution; or equivalent combination of training and experience.

---

## **Competency Requirements:**

To perform the job successfully at 100% competency, the incumbent must demonstrate the following competencies:

### **Technical Competencies:**

- Written communications
- Work planning and management
- Strategic management
- Software proficiency
- Sales
- Research and analysis
- Product and services development
- Presentation skills
- Organizational communications
- Optimizing risk
- Operation of specialized equipment and technology
- Marketing
- Monitoring and compliance
- Managing the workforce
- Knowledge of products and services
- Knowledge of policies and regulatory environment
- Facilitation skills
- Decision making
- Business acumen
- Budget and expense management

### **Behavioural Competencies:**

#### **Core Organizational**

- Change Leadership (Level 4) - Follows through on change initiatives
- Building Relationships and Partnerships (Level 3) - Collaborates with stakeholders on an ongoing basis
- Listening, Understanding and Responding (Level 3) - Effectively uses empathy

- Results Orientation (Level 4) – Sets and works to meet challenging goals,
- Team Leadership (Level 5) - Positions self as leader
- Developing Others (Level 4) - Gives feedback to encourage ongoing development
- Strategic Orientation (Level 4) - Integrates goals with operations.

---

**Probationary Period:**

The probationary period for this position is six months. The incumbent's suitability for the position will be monitored and reviewed during this period.

---

**Signatures:**

\_\_\_\_\_  
**Employee**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Manager**

\_\_\_\_\_  
**Date**