

Marketing Coordinator

Evergreen Credit Union

Evergreen Credit Union's Marketing Team seeks a third person to help coordinate all our efforts with staff and, as appropriate, vendors, business partners, media outlets and members. This team member must be a creative, innovative and collaborative thinker, able to strategize marketing and graphic concepts easily and quickly in a team setting. This person must have 2 years graphic design training and experience on the job, and very comfortable using Adobe Creative Cloud products including InDesign, Photoshop and Acrobat. Every day this person will assist in the creation and production using these platforms (among other dashboards) of print and other marketing messages for print and digital media. This person will also act as a direct liaison between marketing and Business Development and other team leads who need materials for their sales or events.

Role:

A Marketing Coordinator supports the various initiatives to promote product and service usage while increasing brand awareness. These initiatives include, but are not limited to: advertising, member communications, direct mail, social media, branch signage, tv/cable, radio, electronic delivery channels, branch/internal promotions, employee communication and community events. Responsibilities in this position include but are not limited to:

- Collaborate on strategic and creative marketing initiatives.
- Coordinate and manage scheduling for all marketing channels.
- Assist with creative design and implementation of art for all channels.
- Offer attention to detail, schedules and budgets on a daily basis.
- Track and report marketing data including expenses, campaign results and market research.
- Provide communication with internal and external members.
- Handle confidential information with a high degree of independent judgment to ensure the integrity and security of all incoming and outgoing information.

Requirements for this position include two to five years of similar or related experience. A college degree. A significant level of trust and diplomacy is required, in addition to normal courtesy and tact.

Evergreen Credit Union offer competitive pay and benefit package. Qualified individuals interested in joining the ECU family should send a letter of interest and resume to:

Evergreen Credit Union
Attn: C. Lestage – Human Resources
P. O. Box 1038
Portland, ME 04104-1038
Or email: clestage@egcu.org

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