



Director of Marketing Career Opportunity

Sperry Federal Credit Union is a community-based financial institution serving Long Islanders for over 80 years.

Position Location: This position is based in our Garden City Park, New York Headquarters.

Essential Duties and Responsibilities

Benefits:

This position offers comprehensive benefits, including healthcare, paid time off, and 401(k).

Overall:

The Director of Marketing is responsible for marketing, branding, and public relations of the Credit Union. This includes promoting awareness of the organization, attracting new Members, and strengthening the Credit Union's reputation in the community. The Director of Marketing provides support to the organization in the development and implementation of the strategic and tactical marketing to meet the Credit Union's goals and strategic objectives. He/she researches and recommends enhancements and/or new products/services. The Director of Marketing is responsible for managing the Credit Union's social media presence, website content, advertising, design, photography, and digital image-editing processes, adhering to established budget levels.

Responsibilities:

- Develops and executes an approved annual strategic marketing plan to support attainment of the Credit Union's business plan for increased brand awareness, growth, and service.
- Takes responsibility for implementing overall strategic marketing plan to create an effective marketing campaign strategy and identify promotions and product/service focus areas.
- Accomplishes all assigned projects according to established policy and procedures, meeting all deadlines and within budget.
- Recommends improvements in delivery channels, public relations, and new products/services.
- Maintains branding standards and consistency in look and feel of all marketing and external communications.

- In collaboration with senior management, internal departments, including Business Development and Lending, and third-party vendors, Director of Marketing creates layouts, designs, and oversees production of advertising, marketing collateral, and other published materials in print and online.
- Manages all internal marketing channels, partnering with Sperry third-party vendors, e.g., statement messages and inserts, branch merchandising, digital lobby screens, website, online and mobile banking, and email and direct mail, including overall design, maintenance, and execution.
- Leads the Credit Union in marketing initiatives for revenue generation, as well as retention and acquisition of Members.
- Performs analysis and dissemination of website analytics, market penetration, Membership demographics, product and services usage, and competition activity, providing Chief Financial Officer and other senior management with timely reporting.
- Utilizes all media channels, including Newsday, Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.
- Performs strategic application of social media analytics to enhance online presence, engage Membership, and to manage online reputation.
- Maintains relationships with existing third-party vendors.
- Oversees full management of website content and functionality.
- Monitors compliance oversight for all content in conjunction with Director of Compliance and Regulatory Affairs.
- Coordinates external public relations and marketing events, maximizing opportunities for communications activity.
- Acts as champion for the Credit Union brand(s).
- Manages Marketing Department staff.
- Performs additional duties and projects as required by senior management.

Education and Experience Requirements:

- Bachelor's degree required; marketing, communications, or other related discipline preferred.
- 5-10 years of similar or related experience required, including prior managerial experience.
- Financial services environment is preferred.
- Experience in a Credit Union very desirable.
- Experience and knowledge in managing all aspects of marketing campaigns in compliance with evolving regulations, legal requirements, and industry trends and making recommendations as necessary to ensure compliance with the changing regulatory requirement.
- Must have exceptional written and verbal communication skills with a level of comfort collaborating with, speaking to, and presenting in front of Credit Union senior management, Board of Directors, external representatives, and third-party vendors.
- Must possess the ability to prepare clear and concise reports, presentations, and marketing plans.
- Proven creative design and marketing initiatives, problem-solving, and analytical capabilities in a marketing environment are essential.
- Experience with Search Engine Optimization necessary.
- Highly proficient computer skills required.
- Must be organized and detail oriented.
- Professional demeanor and outstanding business acumen a must.
- A significant level of trust and diplomacy is required, in addition to normal courtesy and tact.

- Demonstrated ability to work under pressure with time sensitive matters.

Interested candidates, please submit your resume, with salary requirements, to:
careers@sperryfcu.org

Sperry Federal Credit Union is committed to creating a diverse environment and proud to be an equal opportunity employer.