

TO APPLY FOR THIS POSITION, PLEASE CONTACT:

Ted Wieber directly at TWieber@carterbaldwin.com

POSITION DESCRIPTION

CCCU MISSION STATEMENT

Our mission is to partner with members and ministries to help them become better stewards and achieve their financial goals.

VISION STATEMENT

Making a positive difference.

CLASSIFICATION: SENIOR VICE PRESIDENT, CHIEF MARKETING OFFICER

FLSA: EXEMPT

REPORTS TO: PRESIDENT/CEO

LOCATION: SAN DIMAS

HOURS: FULL-TIME
Management reserves the right to modify the work schedule as necessary.

GENERAL RESPONSIBILITIES:

The primary responsibility of this position is to assist Christian Community Credit Union to live out its Mission and Vision daily, in every member and/or staff interaction. One of the primary means to achieve this end is to develop a highly effective team of employees and developing each employee to their highest potential through coaching and leadership. This position is responsible for providing and ensuring outstanding service to both internal and external members. A key element of this outstanding service is to identify the needs of our members and recommend an appropriate solution that will help them become better stewards and achieve their financial goals.

Responsible for implementation of short- and long-term marketing, financial and operational goals to assure growth and profitability of the Credit Union while sustaining the highest quality financial services to members. Work frequently involves contact requiring considerable discussion of problems, material presentations, and resolving issues impacting departments or divisions. The ability to motivate or influence others is a material part of the job, requiring a significant level of diplomacy and trust. Obtaining cooperation (internally and/or externally) is an important part of the job and a high level of interpersonal skills are critical to the success of this position.

PRINCIPAL ACCOUNTABILITIES:

- Develop each employee to their highest potential by identifying their areas for improvement and appropriately coaching, training or correcting the employees' performance
- Recognize employees who perform at a high level
- Hold employees accountable for their performance, attitude and behavior
- Meet with each employee monthly to review previous month's performance, set goals for upcoming month's performance and develop plans to improve employee's performance
- Responsible for exceptional member service to every member, every time by ensuring employees deliver consistently high-quality service to both internal and external member that is in alignment with our Service Promises. We promise to:
 - Honor God in how we serve you.
 - Exceed your expectations.
 - Appreciate our partnership.
 - Recognize your needs and recommend the best possible solution.
 - Treat your requests in a timely and confidential manner.
- Demonstrate enthusiastic support of corporate mission, core values and long-term objectives
- Comply with all regulatory requirements for financial institutions, including but not limited to Bank Secrecy Act, Anti-Money Laundering, USA Patriot Act, OFAC and Fair Lending Regulations

- Perform job duties within our bylaws, regulations, Board of Directors' policies, established service standards and our work procedures
- Plan, organize and direct the marketing function
- Responsible for monitoring, evaluating and coordinating the appropriateness, timeliness and attractiveness of the present product mix, and for input of new product and technology innovations into the future product mix of the Credit Union
- Responsible for the Marketing Department budget forecasting, budget accomplishment and marketing results
- Plan and implement product promotion to maximize penetration within membership
- Prepare and arrange for the dissemination of information to members and others that will project a favorable image of the Credit Union
- Work with various outside agencies for planning and implementation of the Credit Union's marketing plan
- Plan and coordinate membership growth efforts through ministry partnerships, representation at conventions, meetings and through group presentations

ESSENTIAL FUNCTIONS & RESPONSIBILITIES

- Direct all advertising promotions for products and services; develop advertising programs and collateral materials
- Direct marketing planning, including an analysis of competitive products/services and selling techniques, legislation, budgets, pricing and distribution
- Hire, review, schedule, train, and monitor the work of direct reports; conduct performance reviews; allocate resources to meet operational needs within the department; review and approve, deny or modify department recommendations from subordinates
- Conduct market research and recommend product/service modifications or improvements
- Develop, propose, gain, accept and implement strategic plans designed to meet the Credit Union's short-and long-term marketing objectives
- Coordinate special events; monitor planning, schedule and implement as required for proper execution of each event
- Coordinate the annual meeting, including production of reports, facilities and meeting logistics
- Perform other job-related duties as assigned

REQUIREMENTS:

Bachelor's degree in Business, Marketing, or a related field required

Extensive experience with online marketing, website marketing design, and keyword ad strategy required

Knowledge of the financial services industry, regulations and operations as would normally be acquired by a minimum five years of experience at the managerial level of a financial institution required

Creative writing skills and knowledge of target marketing required

Valid driver's license, current car insurance, and reliable transportation required

PC proficiency in word processing (Word preferred), spreadsheets (Excel preferred) and Windows

Knowledge of church, ministry marketing is a strong plus

Knowledge of all aspects of management including public relations and personnel

Experience testing online/Internet keywords, banner ads and analytics related to marketing campaigns

Experience designing and running various product champion/challenger marketing tests

Strong organizational, analytical and problem-solving skills

Flexible to travel locally and out-of-state to conferences, events and meetings with key members

Ability to communicate effectively with individuals and groups, both verbally and in writing

Ability to lift up to 25 lbs.

Ability to work as part of a team

Regular attendance and punctuality

Ability to exercise confidentiality

Professional appearance

English literacy

This job description is to be used as an employee guideline. Management reserves the right to amend this job description if necessary.

Classification Specification for:
Senior Vice President, Chief Marketing Officer

Physical Requirements - 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 accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the essential functions of this job, the employee:	Occasionally (up to 3 hours per work day)	Frequently (3 - 6 hours per work day)	Regularly (more than 6 hours per work day)
Sits		X	
Stands	X		
Walks	X		
Bends neck or waist	X		
Twists neck or waist	X		
Stoops or kneels	X		
Uses hands to finger, handle or grasp	X		
Repetitively uses fingers	X		
Reaches, pulls or pushes below shoulder level	X		
Reaches, pulls or pushes above shoulder level	X		
Lifts and carries	Up to 25 lbs		
Talks		X	
Hears		X	
Sees			X
Drives a vehicle	X		

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

Working Condition:	Description:
Mobility	Moderate
Noise Level	Medium to Loud
Hazardous	Minimal

Acknowledgment

I certify that I received a copy of this Classification Specification and I have read and understand what is required of me to meet the performance standards of the job.

Signature:	Date:
Name (Printed or Typed):	