

Marketing Assistant City & County Credit Union

Classification: Non-Exempt

Reports to: Community Engagement Manager

Review Date: October 2025

JOB DESCRIPTION

At City & County Credit Union, we are intensely passionate financial marketers obsessed with actively living out our mission – transforming financial dreams into BOLD realities – with targeted marketing efforts, community impact events and employee engagement celebrations. The Marketing Assistant plays a vital role in assisting all efforts & initiatives set forth by the Marketing Department.

Ultimately, the Marketing Assistant will bring an energy and passion to deliver only the highest quality of work. They are eager to learn new skills and are motivated by team collaboration, while also being able to independently drive projects.

Essential Functions:

- Supports Marketing staff with the development and distribution of promotional efforts including, but not limited to, branch signage, email communication, direct mail, social media postings, internal announcements and special event marketing.
- Coordinates and distributes branch promotional items on an ongoing basis including maintaining inventory records, responding to marketing helpdesk tickets, ordering supplies and communicating with vendors.
- Updates Marketing materials – including CCCU.COM and mobile app - on an ongoing basis to reflect current changes such as brochures, rate sheets and disclosures.
- Assist in community engagement & business development efforts including, but not limited to, representing CCCU by attending events, ordering materials, communicating with staff, and planning & executing events with guidance from Community Engagement Manager.
- Participate in community events to build relationships, identify potential new partners and promote City & County Credit Union.
- Develops promotional materials as needed, which includes: involvement in any or all tactical phases of development (i.e. brainstorming, conception, copywriting, proofing, editing); coordinates promotional messages; coordinates miscellaneous signage and other marketing literature requests from the Branches and other departments.
- Utilizing the email marketing system, email members & prospect members on marketing promotions, special events and general announcements.
- Assists with tracking and reporting on marketing department programs, campaigns, and projects
- Assist in the management of the credit union's social media profiles and presence including creating content, brand reputation management and updating branch information.
- Communicates with all partner companies (TruStage Insurance, TruLync Medicare Advisors, Servion, Love My Credit Union Rewards, etc.) to stay up to date on current promotions and marketing materials in CCCU Branches.
- Provides ongoing communication to CCCU staff as it pertains to marketing promotion announcements, community giving campaigns, internal events, etc.
- Assists with CCCU public relations including writing press releases, distributing press releases and tracking all published articles.
- Follow Bank Secrecy Act (BSA) policies and procedures as they relate to this position.
- Other responsibilities as assigned.

Competencies & Skills:

- Able to work independently including being able to set priority to-do lists based on current project deadlines.
- Flexible and adaptable to work independently, as a team and on behalf of the organization when various initiatives are driven forward.

- Ability to handle multiple projects simultaneously and work with regular and changing deadlines.
- Strong attention to detail and ability to work under tight & changing deadlines.
- Highly organized, self-motivated, and driven for accuracy and thoroughness.
- Display professional image and show respect for and patience with those different from themselves.
- Ability to communicate complex information in a clear, concise and professional manner to a wide variety of audiences – regardless of channel.
- Create professional correspondence using the appropriate communication medium, including editing ability.
- Excellent organizational and written communication skills.

Qualifications:

- Bachelor's degree in marketing or a communications-related field, preferred or equivalent work experience.
- 1-3 years Marketing experience preferred, specifically in a credit union or financial services organization or internship experience.
- Have a valid current driver's license and access to reliable transportation.
- PC proficiency with Microsoft Office Suite, Adobe Software (i.e. Photoshop), Internet, and E-mail or equivalents.
- Proficiency in using social media software (i.e. HubSpot) to publish content and monitor social media conversations.

Supervisory Responsibility: This job has no supervisory responsibilities.

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers and phones.

Physical Demands:

Occasional walking, sitting and standing. Occasional lifting up to 25 pounds. Occasional bending and/or reaching for supplies on ground level. Occasional reaching above shoulder level for supplies overhead. Frequent repetitive use of hands such as simple grasping, twisting/turning of wrists, and finger dexterity to perform various accounting duties such as using a 10 key calculator, keyboarding and entering data into the computer system. Frequent speaking, listening and hearing for interaction with members, staff, and the general public. Occasional clarity of vision at 20 inches or less. Frequent clarity of vision at 20 feet or more.

Expected Hours of Work:

Longer hours, evenings and weekend work may be necessary.

Travel: This position requires up to 40% travel.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job as these may change at any time with or without notice.