Kansas City Credit Union

POSITION DESCRIPTION

Career Title: Marketing Assistant
Classifications: Non-Exempt (Part-Time)
Reports To: Marketing Director

POSITION PURPOSE:
The Marketing Assistant’s role will assist and implement all marketing strategies by developing various elements essential for the growth of Kansas City Credit Union. The main focus will be assisting with the planning and coordinating of various marketing promotions, events, communication materials and strategies. The Marketing Assistant will report to the Marketing Director, and carry out several tasks to facilitate all marketing responsibilities for the Kansas City Credit Union. The ultimate goal for the Marketing Assistant is to help support and manage the business efficiently.

PRINCIPLE DUTIES AND RESPONSIBILITIES:
• Providing assistance with the planning & coordinating of all special events, such as open enrollments, seminars, annual meeting, etc.
• Attending and working employer group’s open enrollments and benefit fairs.
• Assisting in writing and editing marketing communication materials, which include newsletter articles, presentations, brochures, handouts, advertisements and additional various communication materials.
• Providing assistance in creating and sending out Email Blast Campaigns to members for various promotions and events.
• Assistance with maintaining project and expense tracking spread sheets.
• Providing administrative aid for various projects related to marketing, including assembly of handouts, open enrollment bags, and promotional giveaways. And, processing registration contest forms.
• Assisting with the development of special promotions and advertising campaigns for all Kansas City Credit Union Products and Services.
• Completing marketing administrative projects that include but not limited to compiling marketing reports, and conducting research on various assignments as needed.
• Serving as liaison between print suppliers and all other applicable vendors.
• Assisting with the updating and maintenance of the corporate website, facebook, twitter & our lobby television monitor.
• Assisting in promotional strategies and product development.
• Providing additional administrative support, including but not limited to shopping and running errands for various events and promotions.
• Generating open enrollment & benefit fairs thank you letters
• Generating form letters for mass direct mail campaigns to KCCU members.
• Assisting with the management of the marketing budget.
• Provide assistance with fulfilling various marketing requests from staff and management. For example, creating various forms, signs, etc.
• Assist in researching and pricing out additional new advertising outlets for the credit union.
• Assist in researching and pricing out additional new premium giveaways for the credit union.
Kansas City Credit Union

POSITION DESCRIPTION

• Assist in researching new potential employer groups for the credit union.
• Manage and maintain the KIDS CLUB responsibilities, including monthly birthday mailings, quarterly newsletter, etc.

QUALIFICATIONS:
• Must be a high school graduate; two years college preferred.
• Must be a hard worker, very organized, self-motivated, proactive and able to work independently.
• Must be able to work flexible hours.
• Not mandatory, but should possess good computer skills. (Preferably but not mandatory…Microsoft Office: Word / Excel / Powerpoint; Adobe Indesign / Photoshop; Experience using Database & Website Software). This position does not call for strong computer skills because the majority of the responsibilities will fall more in line with “administrative” marketing duties.