

 This job is no longer available

Marketing Manager

Employer	Lafayette Federal Credit Union
Location	Kensington, Maryland
Posted	Sep 15, 2015
Closes	Oct 20, 2015
Ref	Marketign Manager
Function	Marketing and Public Relations
Industry	Financial Services and Banking
Career Level	Manager (Manager / Supervisor of Staff)
Hours	Full Time

Lafayette Federal Credit Union is one of the premiere financial institutions in the Washington, D.C. area with an asset size of over \$390 million. Since our founding in 1935, we have sought to provide our members with a safe and convenient place to save, and to offer loans at rates and terms more favorable than those of other financial institutions. We always strive to provide top-notch member service. Lafayette Federal Credit Union is not just a great financial services provider, it's a great place to work too! We offer outstanding benefits, including:

- 401(k) with Employer Match and Profit-sharing
- Group Health Insurance for Single and Family Coverage
- Flexible Spending Account
- Health Savings Account with Employer Funding
- Life and Accidental Death and Dismemberment Insurance
- Short and Long-Term Disability Insurance
- Dental Reimbursement
- Commuter Benefits
- Educational Assistance

In addition to the benefits listed above, LFCU fosters a great work environment. Just ask our employees!

We are currently seeking a Marketing Manager (MM). This position reports directly to the Chief Operating Officer (COO). Summarily, the MM will, under the general supervision of the COO, direct the overall marketing efforts for the Credit Union. The MM will also strategize, develop, implement and communicate strategic marketing and public relations campaigns while ensuring marketing goals, campaigns and offerings are consistent with the Credit Union's goals, policies and procedures. This position will also manage department staff and vendors to meet department and Credit Union objectives as well as develop and monitor the Marketing budget.

More specifically, the MM:

- Contributes to the development of the strategic marketing plan, department budget, and annual department objectives, ensuring that all of which are in line with the Credit Union's strategic plan. Implements goals, objectives and priorities for promotions, product development, market research, and overall credit union presence.
- Responsible for the conception and creation of the organization's marketing, communication, educational and promotional materials.
- Manages the development of promotional campaigns, and all publications, media and in branch advertising, direct mail, and online communications ensuring that all activities and materials work towards and achieve the overall business plan/goals of the Credit Union.
- Researches and implements analytic capabilities on all marketing projects and reviews said analytics to:
 - Quantify effectiveness and/or profitability of marketing campaigns and venues (ROI);
 - Identify potential areas from which marketing strategy enhancements can be made.
- Ensures brand, message and product consistency through all channels.