



## JOB OPPORTUNITY

Position: Public Relations and Production Coordinator

Department: Marketing

Reports to: Marketing Manager

Pay Basis / Classification: Hourly / Nonexempt

Do you have an "untapped" creative side you can't wait to use at work? Are you passionate about social media with fantastic digital skills? Are you ready to have fun at work on the daily with a great team?

If you're a writer and wildly creative, this is the position for you! From working on promotional materials to writing e-blasts, e-newsletters, and website content, the Public Relations and Production Coordinator works with Marketing Team and community partners to help promote Extra Credit Union every day. The ideal candidate will have a college degree in a related field (or relevant experience) to share their talents and ideas with the team. Have an eye for details and enjoy writing and creating promo materials? We want to discuss your potential!

Role: The Public Relations and Production Coordinator assists in development of marketing, branding, and promotional materials. The role is responsible for producing messaging and content to promote and expand the Credit Union membership, in accordance with the marketing plan as directed by the Marketing Manager.

### Essential Functions and Responsibilities

- Create and maintain content for publications such as the youth newsletter as directed. Produce appropriate and timely 'on hold' messaging and work with vendors to produce the messaging. Assist in advertising and sales promotions and rollouts while mastering internal and external deadlines. Assist marketing team in creating digital content as directed.
- Develop website content and present to the Marketing Manager and Vice President of Marketing for approval prior to posting to the website. Make edits to the website as directed including updates to the rate/fee schedules. Work with other members of the

Marketing staff to continually review and update the Credit Union website, including developing new content and providing innovations for new member service solutions. Maintain relationships with appropriate vendors for services as directed.

- Create content for internal and external communications as directed by the Marketing Manager and Vice President of Marketing. Maintain a list of all media contacts and verify/update at least semi-annually. Verify that content is accurate and within Extra Credit Union brand styles and guidelines.
- Assist with coordination of special internal events including member events, seminars, and annual meetings. Flexibility with schedule is required; may work evening or weekend hours.
- Produce press releases to highlight Extra Credit Union's community involvement, services, and accomplishments and present to the Marketing Manager and Vice President of Marketing for review and approval prior to distributing to our media list contacts.
- Generate and maintain content for outdoor digital signs; produce and update disclosure boards in branch locations

#### Knowledge and Skills

- A college degree in related field or completion of a specialized and extensive in-house training or apprenticeship program or extensive relevant experience in lieu of degree.
- Three to five years of similar or related experience.
- Exceptional interpersonal and communication skills.
  - Must be organized and pay attention to detail; needs to work well under pressure and meet tight deadlines.