



RiverLand Federal Credit Union is seeking a **Marketing and Business Development Manager** to join our team. This position will be located at our Main Office at 639 Loyola Ave New Orleans, LA 70113 and will be required to work Monday- Friday (May occasionally work outside of normal hours including weekends for special events and some travel may be required.).

The Marketing and Business Development Manager will be responsible for the development of marketing materials, promotions, new business relationships with prospective members and increasing business with present members, and will assist in coordinating the efforts of the marketing and sales goals for the Credit Union.

### **Essential Functions and Responsibilities:**

- Assists in creating advertising and sales promotions. Writes, designs, and edits marketing and advertising programs and materials, such as newsletters, brochures, flyers, emails, lobby banners, web graphics, financial wellness collateral, signs, displays, and annual reports to enhance and convey the image of the Credit Union. Confers with VP of Marketing on the design, composition, estimation of costs, and other aspects of printing and graphic arts media. Proofs each job for accuracy, including sizes, colors, effectiveness, brand consistency, compliance, revisions, quantity, and production.
- Oversees the Marketing Assistant's work schedule and task assignment, including the regular tracking of department reports. Monitors and reports the results of marketing and communications programs and analyzes relevant statistics for the business development plan making recommendations to the VP of Marketing to consistently achieve the goals of the department and the Credit Union.
- Implements and oversees a program that includes contacting new and existing members to maintain and expand banking relationships and contacting prospective members to develop new business. Identifies cross-selling opportunities and cross-sells services to members by telephone and written correspondence. Represents the Credit Union at functions to develop business relationships, and works with sponsor groups to maintain a positive relationship. Makes recommendations and develops strategies to best serve and acquire Select Employee Groups.
- Maintains credit union website: ensures links, rates, content, consumer resources, and information are current, relevant, updated frequently, and meet compliance and ADA requirements. Gathers data on site visitors, monitors, and reports web statistics.
- Responsible for maintaining high product knowledge, monitoring market trends, finding opportunities for new products, and learning new selling techniques. Conducts market research and makes recommendations to the VP of Marketing for new products and services, modifications, or improvements. Develops promotional strategies and assists in marketing and sales planning to meet business development goals, including an analysis of competitive products and services, selling techniques, legislation, budgets, pricing, and distribution.
- Maintains department budget. Reports variances and provides support to the VP of Marketing. Reports suspicious activity to Supervisor and/or Compliance department. Oversees all major departmental administrative needs and maintains appropriate supplies of Marketing department items: paper, ink, promo items, etc. Required to complete annual in-services to include critically identified areas: BSA, Compliance, Security and Workplace Conduct. Follows all Credit Union policies and procedures, and performs all other duties as assigned.

### **Education and Experience:**

- 2 years' Marketing experience within a financial institution required.
- A 4-year college degree in Graphic Design, Marketing, Business Administration, Communications or closely related field.
- Strong writing and desktop publishing skills.
- Proficient in MS Office: Outlook, Word, Excel, Publisher, PowerPoint, and Adobe Acrobat.
- Must have strong communication skills, verbal and written.

**Other:**

- Must be legally authorized to work in the US.
- Must be willing to submit to and pass a criminal background check.
- Must be willing to submit to and pass a credit check.
- Must be bondable.

**How to apply:** Please send your resume and marketing portfolio, compilation of previous projects, or marketing collateral via email to [jobs@riverlandcu.org](mailto:jobs@riverlandcu.org) be sure to include the words "Marketing & Business Development Manager" in the subject line.

Due to the high volume of resumes received, a personal response regarding your application status will not be available. Candidates will be contacted directly if we are interested in an interview.

**RiverLand is an Equal Employment Opportunity Employer. We adhere to a policy of making employment decisions without regard to race, color, religion, sex, sexual orientation, national origin, citizenship, age, or disability. We assure you that your opportunity for employment with this company depends solely on your qualifications.**