



RiverLand Federal Credit Union is seeking a **Marketing and Communications Specialist** 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 Communications Specialist will be responsible for the copywriting of marketing materials, communications, promotions and programs to initiate 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 by writing and editing effective copy for programs and materials, such as newsletters, brochures, flyers, emails, lobby banners, web graphics, financial wellness collateral, signs, displays, webpages, and annual reports to enhance and convey the image of the Credit Union. Confers with a graphic designer and the VP of Marketing on the design, layout, composition, estimation of costs, and other aspects of production. Proofs each job for accuracy, including: spelling, punctuation, grammar, effectiveness, brand consistency, and compliance. Maintains detailed records and files of work and revisions.
- Maintains credit union website: ensures links, rates, content, consumer resources, and information are current, relevant, updated frequently, and meet compliance requirements. Gathers data on site visitors, monitors and reports web statistics. Monitors, records, and reports the results of marketing and communications programs, making recommendations when to management when required. 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.
- Develops, composes, and edits department procedures. Assists with all major departmental administrative needs. Maintains inventory of Marketing department supplies: paper, ink, promo items, stationary, etc. Makes supply purchases with supervisor approval. Monitors department expenses and reports suspicious activity to Supervisor and/or Compliance department.
- Maintains high product knowledge monitoring market trends, finding opportunities for new products, and learning new selling techniques. Conducts market research and makes recommendations for new products and services, modifications, or improvements. 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. Assists in the coordination the Credit Union Annual Meeting, including the production of reports, facilities, and meeting logistics.
- 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:**

- 3-5 years of similar or related experience.
- A bachelor's degree or achievement of formal certifications recognized in the industry as equivalent to a bachelor's degree.
- Strong writing and desktop publishing skills.
- Proficient in MS Office: Outlook, Word, Excel, and Publisher.
- 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 & Communications Specialist" 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, handicap, sex, sexual orientation, gender identity, national origin, citizenship, age, disability, political affiliations, veteran status, source of income, family status, pregnancy (current, past, or potential), childbirth and related medical conditions, or any other legally protected characteristic. We assure you that your opportunity for employment with this company depends solely on your qualifications.**