

## Marketing Specialist

### **Well, well, well. Look who it is...**

We've been waiting for you to swing by and check us out. We have some jobs here at Andigo that could be a great fit for you, since you have a hankering for a fast-paced, get-it-done workplace and a passion for helping people, just like the rest of our team.

But before we get into all that, a little about us. While you may not have heard our name – say it with us, “Andigo sounds like indigo” – we’ve expanded to 40,000 members and lots of sponsor organizations (businesses with a bank-at-work perk for their employees). Good folks from the greater Chicago area and across country.

Did you catch that? That one word you won't see big banks use? “Members,” that's right. Andigo is a not-for-profit, member-owned credit union. We exist for one and only one reason: to help our members achieve their goals whenever, wherever they go. Because we're not a bank, we don't drive up profits just because shareholders demand it. Instead, we focus on driving up member happiness through low loan rates, high deposit rates and low or no fee products and services. Makes banks seem like kind of a bummer, huh? That's why we need to get the word out about all of the great opposite-of-bummer things we're doing for our members here at Andigo.

That's why we need you.

You're someone who sees a wrong and rights it. You take work seriously but not yourself. You want to surround yourself with other highly motivated, highly fun people who want to grow Andigo. You want to prove that when we set a goal to make a difference in our members' lives. Together we truly can. That's not easy, but you already know that because you're a person who loves a challenge as much as you love top compensation and A+ benefits for your hard work.

We think you belong here, do you? Thought so. Let's go!

### **Summary**

The marketing specialist is responsible for the development and execution of campaigns and programs for our credit union. This person will oversee marketing efforts to support various departments at the credit union, including deposit, lending, mortgage, business services, community, business development, and wealth management teams. In this role the marketing specialist works closely with the departments' leaders in designing effective and efficient promotions that will engage our members, prospects and communities (including sponsor

organizations). As a proactive leader, the marketing specialist provides support, education and thought leadership for a range of initiatives and tasks assigned by the marketing manager.

### **Essential Duties and Responsibilities**

- Implements and oversees creative and content for physical and digital marketing materials
- Collaborates with marketing team to insure a consistent brand look and voice across all marketing efforts and channels.
- Works closely with marketing team to develop content for marketing collateral including branch material, member and prospect communications and promotions, community events, business development efforts, emails, blog and seminars.
- Lead and/or participate in new product development initiatives.
- Review, edit and distribute all internal communications through a central channel.
- Provides guidance and support for our business partners, agencies and designers to efficiently execute outstanding marketing campaigns and projects.
- Continuously evaluates and revises our current marketing processes to insure all materials reflect the highest level of quality and accuracy.
- Works closely with other marketing team members and agencies/vendors to ensure consistent branding and design across all marketing efforts (e.g., images, messaging, and layouts).
- Conducts ongoing competitive analysis of other marketing efforts, promotions and service offerings (industry and non-industry) and helps determine strategies to stay competitive, relevant and engaging.
- Recommends, creates and implements marketing tactics to drive business growth and maximize member value.
- Implements contact and lead management strategies to closely monitor all member and prospect contacts from lead generation through new member onboarding.
- Tracks and communicates the performance of all marketing efforts and reviews results to maximize the value and efficiency of our marketing efforts.
- Adheres to all required compliance and regulatory guidelines as it relates to marketing
- Supports efforts for building and utilizing the organization's internal knowledge base so member questions can be answered easily and consistently.
- Provides on-going member data analysis for MCIF (marketing customer information file) and marketing development purposes.
- Manages projects and assignments as directed by the marketing manager.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

### **Education and/or Experience**

This position requires a 4-year college degree, preferably in marketing or communications. Must possess 3+ years of marketing experience with progressive responsibility, preferably in a financial services firm.

### **Language Skills**

Must possess the ability to read, analyze, and interpret complex documents. Must be an effective writer with a focus on grammar. Must be able to communicate effectively and persuasively in print and digital. Delivering presentations to internal and external constituencies may be required. Must be able to respond effectively to inquiries or complaints from members, regulators and others.

### **Mathematical Skills**

Must possess intermediate math skills to track expenditures of marketing budget and analyze marketing results, statistics, and data from campaigns and other marketing-related work.

### **Reasoning Ability**

Must be able to identify, analyze and solve complex problems. Must be able to formulate and make recommendations and implement them. Must possess the ability to interpret and analyze an array of data in a variety of forms and leverage it for marketing purposes.

### **Interpersonal Skills**

Must be a self-motivated leader with outstanding initiatives to develop relationships with peers and within the community.

### **Computer Skills**

Must possess knowledge of computer software including, but not limited to, word processing, spreadsheets, database management, content management systems, and internet. Strong knowledge of basic design tools (preferably Photoshop, Indesign, Illustrator), content management systems (such as Sitecore), and email service providers (e.g., MailChimp, Constant Contact).

### **Physical Demands**



The employee must occasionally lift and/or move up to 25 pounds.

**Work Environment**

The noise level is usually low to moderate.

**Compensation and Benefits**

Andigo is proud to offer a comprehensive benefits package that includes medical, dental, vision and life insurance options. A generous 401(k) and vacation plans.

**EEO Disclaimer:**

Andigo is an Equal Opportunity Employer. We do not discriminate on the basis of race, religion, color, sex, age, national origin or disability.

**To apply**

Please send your resume to Georgia Katsianis at [georgia@careerdevsavant.com](mailto:georgia@careerdevsavant.com)