

Director of Marketing & Business Development**Job Description**

Full-time/Exempt position

Reports to the Chief Executive Officer

Location: Washington, DC**Objective**

Reporting to the Chief Executive Officer (CEO), the Director of Marketing & Business Development will play a critical role in developing and implementing the overall marketing and business development strategies for IDB Global Federal Credit Union. Responsible for the direction and management of the marketing operation and promotion of the Credit Union's products, services, and brand. Directs the efforts of the marketing staff and works with them to implement marketing plans to attain the Credit Union sales and profit objectives.

Duties & Responsibilities

- Develops and implements an annual marketing plan and a detailed budget to accomplish marketing objectives. Manages the marketing expenditures within the budget. Maintains ongoing communications with the CEO and the Senior Leadership Team to ensure knowledge of Credit Union goals and objectives.
- Leads the data-driven digital strategy, innovation and roadmap development and execution for increasing sophistication and effectiveness in driving brand awareness for both non-members and existing members.
- Leads "Voice of the Member" research by utilizing various methods such as interviews, surveys, social media feedback, recorded member contact center interactions, member reviews, net promoter score and related feedback, focus groups, etc. Leverages information to guide strategy and inform management teams of opportunities to better serve members. Reflects the Voice of the Member to guide the Credit Union's marketing and business development activities.
- Identifies revenue opportunities within the existing member base and fosters consistent growth by securing new membership accounts and relationships. Works collaboratively with cross functional teams to leverage data to help members with products and services.
- Directs the daily communication and marketing activities with the support of the Marketing team. Analyzes market trends and demographic data concerning members and potential members by utilizing Marketing Customer Information File (MCIF) databases. Research member needs and attitudes as they relate to the Credit Union.
- Runs segmentation and relationship reports in MCIF for actionable marketing campaigns. Generates, integrates, and translates Credit Union membership and market research data into marketing opportunities and tactics.

- Develops alternative distribution methods for promoting the Credit Union services. Provides direction and recommendations based on current research data regarding marketing strategies the Credit Union should pursue.
- Organizes all public relations functions, including but not limited to the Annual Meeting of Members and the Annual Employee/Volunteer Appreciation Meeting.
- Defines key performance indicators for each communication channel, which will indicate a campaign's level of success.
- Conducts quality control on all communications, ensuring they are reflective of organizational brand and empathy of the members and the related communities.
- Has strong organizational skills and the ability to multitask and prioritize projects while working on a deadline or in a fast-paced environment.
- Serves as the subject matter expert regarding marketing and communications within Online and Mobile Banking Channels.
- Manages all marketing vendors, including but not limited to graphic design, translation services, email automation services, etc.
- Works collaboratively with the Operations, Member Services Team, and Lending Team to develop new services, new products, and new onboarding programs based on member needs and wants. Provides project management with internal stakeholders to manage marketing initiatives.
- Develops and prepares marketing material to achieve target goals. Obtains price estimates from vendors for the production and design of marketing collateral materials. Ensures that costs stay within annual budget amount as dictated by the marketing plan. Proofreads marketing materials and ensures that collateral materials are accurate and comply with regulatory guidelines.
- Maintains contact with present and future membership groups to encourage good relations and cooperation. Schedules, coordinates, and attends Credit Union events, meetings, and presentations.
- Provides team vision and alignment with targeted coaching to achieve strategic goals. Leads the Marketing team assuring compliance with regulatory requirements and organizational mission, values, policies, and work rules. Also leads in planning and coordination of the Credit Union Annual Meeting and annual elections, reports, and logistics.
- Manages the marketing staff and conducts performance evaluations of subordinates. Leads the Marketing team to maximize productivity, efficiency, and potential including hiring, directing job assignments, monitoring staff performance, coaching, counseling, and training.

- Maintains and delivers reports for marketing campaigns and other marketing and educational initiatives to support the growth and expansion of IDB Global FCU products and services.
- Manages the organization and advertising of Credit Union events such as educational seminars, counseling meetings, annual meeting, and other special events, as required.
- Maintains the member onboarding communication program – in collaboration with Operations – to ensure that it remains accurate, relevant, and engaging.
- Maintains and updates the Credit Union website. Monitors and reviews the website on a regular basis. Keeps abreast of latest website trends in the industry. Works with website hosting vendor in website enhancements and improvements. Analyzes website metrics and visitor behavior to continually improve website for the member's experience and facilitate sales.
- Completes other projects requested by the CEO.
- Administers and maintains email marketing channels, member feedback and surveys.

Qualifications

- B.S. in Marketing or related field. MBA Preferred.
- Fluency in Spanish is strongly preferred to perform in a multicultural environment.
- 6-10 years of work experience in Credit Unions or Banks. Credit Union experience preferred.
- Prior supervisory or management experience
- Strong commitment to the IDB Global FCU mission and understanding of cultural competency.
- Strong presentation and communication skills – verbal, written and analytical.
- Excellent writing skills – aligned to the proper voice, tone, and values of the Credit Union
- High degree of creativity is required.
- Teamwork – Contributes to building a positive team spirit.
- Quick learner with exceptional ability to master new concepts and software applications.
- Detail-oriented and effective at managing and prioritizing multiple tasks under a tight schedule.
- Must feel comfortable speaking in public and presenting information in a professional manner to a variety of groups on behalf of the credit union.
- Extensive coordination with others is key to this position, so organization and time management are critical.
- Must have work permit, if not a resident of US.