Title: **Marketing Associate**

Status: **Non-Exempt, Regular Full-Time**

Reports to: **Director of Marketing**

Location: **Oakland, San Francisco, or Vallejo, CA**

Position Summary:
The Marketing Associate is responsible for assisting in the development and implementation of the digital marketing strategy for Self-Help Federal Credit Union. The Marketing Associate conducts research activities on digital market trends and social platforms, recommends marketing strategies, and performs creative and supportive duties related to the marketing function within the credit union, primarily focused on digital and social media marketing. The Marketing Associate must be comfortable creating reports for all credit union's digital platforms and presenting findings and recommendations for change on a quarterly basis.

Responsibilities:
- Assist with development and implementation of the overall marketing plan.
- Analysis of marketing promotions on all digital and social platforms. Expected to make recommendations for improvement as appropriate.
- Develop Social Media strategies on all social platforms and own responsibility to drive the creative process. Support and translate creative ideas and concepts into the digital environment.
- Implement and maintain credit union's social media channels.
- Coordinate member surveys. Analyze member feedback and report on results.
- Attention to detail and strong follow-through regarding meeting deadlines and providing actionable feedback (related to approvals, consensus, direction) to the Marketing team.
- Other projects as assigned.

Desired Qualifications:
- Strong commitment to our mission – creating economic opportunity for traditionally underserved communities – and a desire to work actively in such communities.
- Strong cultural competency and a preference for working in organizations that value diversity, teamwork and collaboration
- Experience with web design and content management systems. Must be comfortable with the windows PC platform. This is a non-Mac environment.
- Good understanding of digital and social media platforms such as Mailchimp, Survey Monkey, Facebook, Twitter, LinkedIn and website CMS.
- Graphic design skill required.
- Ability to perform well in a team environment and collaborate effectively with colleagues at all levels.

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Other Knowledge Proficiency:
- Adobe Suite products (InDesign, Photoshop, Illustrator, etc.)
- Proficiency in Microsoft Office (Word, Excel, and Power point).
- Prior experience with web design or content management systems

Education and/or Experience:
- Associate or Bachelor's degree in Marketing or Digital Marketing preferred
- 1 - 3 years of experience in marketing or product promotions, or
- An equivalent combination of education and experience.

About us:
Self-Help Federal Credit Union was chartered in 2008 to build a network of branches that serve working families and underserved communities. With 17 branches in California, 9 branches in Illinois, and 1 branch in Wisconsin, over $1 billion in assets, and serving more than 74,000 members, Self-Help Federal is one of the fastest-growing low-income designated credit unions in the country. It is part of the national Self-Help family of non-profit organizations whose collective mission is to create and protect ownership and economic opportunity for all. For 38 years, the Center for Community Self-Help and its affiliates have provided $8.5 billion in financing to help over 158,000 low-wealth borrowers buy homes, start and build businesses, and strengthen community resources. For more information, go to www.self-helpfcu.org and www.self-help.org.

Physical Requirements:
Frequently requires use of manual dexterity and repetitive motions, primarily with the wrists, hands, and/or fingers. Must be able to occasionally lift and exert force of up to 10 pounds.

We are an equal opportunity employer:
Self-Help is committed to providing equal employment opportunities to all persons regardless of race, color, class, age, religion, disability that can be accommodated, marital status (including domestic partner status), ancestry, nationality, national origin, religion (and lack thereof), family status, sex (including pregnancy, childbirth, and related medical conditions), other medical condition and/or disability: physical or mental, AIDS/HIV status, genetic information, sexual identity, gender identification (including transgender status), sexual orientation, political activities or affiliations, and veteran status.

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