

VP Marketing

GRADE	DEPARTMENT	JOB CLASSIFICATION	EEOC CATEGORY
12	Marketing	Executive	Executive/Senior Level Officials And Managers

Role

Responsible for the direction and management of the marketing, sales and promotion of the organizations products, services and brand. Directs the efforts of the marketing and advertising staff and works with them to develop business plans and strategies to attain corporate sales and profit objectives.

Major Duties and Responsibilities

Weight	Function	Essential?
1. 15%	Leads the formulation, implementation, evaluation and administration of the company's marketing and market development functions to include new product/service evaluation, development and implementation.	✓
2. 10%	Presents and communicates all marketing programs to management and personnel.	✓
3. 10%	Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action. Recommends product or service enhancements to provide quality customer service.	✓
4. 10%	Achieves financial objectives by establishing objectives; developing budgets; controlling costs; maximizing use of assets. Ensures continual analysis (i.e., Raddon, MCIF) to measure and improve services. Approves all expenditures of annual marketing budget.	✓
5. 10%	Participates on various boards and committees for financial and advertising industries and reports market information to executive management.	✓
6. 10%	Effectively hires, trains, mentors and directs the activities of department personnel. Accomplishes staff results by communicating job expectations; planning, monitoring, and appraising job results; coaching, counseling; initiating, coordinating and enforcing systems, policies and procedures. Reviews and evaluates performance of subordinate personnel, and recommends salary adjustments, promotions, discharges and other personnel required actions.	✓
7. 10%	Ensures that marketing promotions meet or exceed set objectives. Measures results on major campaigns and reports results to President/CEO.	✓
8. 10%	Manage direct reports to maximize productivity, efficiency, and the potential of the human assets of the company, including: hiring, directing job assignments, monitoring staff performance, coaching, counseling, training, assuring compliance with regulatory requirements and organizational mission, values, policies and work rules. Appraise performance and provide recommendations for staff compensation, promotion, and termination, as appropriate.	✓
9. 5%	Serves as spokesperson for the company to the media.	✓
10. 5%	Develops marketing staff by providing information, educational opportunities, and experiential growth opportunities.	✓
11. 5%	Coordinates usage of third-party financial analysis tools including but not limited to customer data compilation, MCIF and customer survey.	✓
12. —	Must comply with applicable laws and regulations, including but not limited to, the Bank Secrecy Act, the Patriot Act, and the Office of Foreign Assets Control.	✓

Knowledge & Skills

Experience

Five to ten years of similar or related experience, including time spent in preparatory positions.

Education/Certifications/Licenses

A college degree.

Interpersonal Skills

The ability to motivate or influence inside or outside senior level personnel is a critical part of the job, requiring a significant level of influence and trust. Obtaining cooperation and agreement on important outcomes via frequently complex, senior level dialogues, as well as a professional level of written communication skills are essential to the position.

Other Skills

A working knowledge of basic data processing system concepts pertaining to desktop publishing and MCIF is necessary.

ADA Requirements

Physical Requirements

Perform primarily sedentary work with limited physical exertion and occasional lifting of up to 10 lbs. Must be capable of climbing / descending stairs in emergency situation. Must be able to operate routine office equipment including telephone, copier, facsimile, and calculator. Must be able to routinely perform work on computer for an average of 4-6 hours per day. Must be able to work extended hours whenever required or requested by management. Must be capable of regular, reliable and timely attendance.

Working Conditions

Must be able to routinely perform work indoors in climate-controlled private office with minimal noise.

Mental and/or Emotional Requirements

Must be able to perform job functions independently and work effectively either on own or as part of a team. Must be able to plan and direct the work activities of self and others. Must be able to read and carry out various complicated written and oral instructions. Must be able to speak clearly and deliver information in a logical and understandable sequence. Must be capable of dealing calmly and professionally with numerous different personalities from diverse cultures at various levels within and outside of the organization and demonstrate highest levels of customer service and discretion when dealing with the public. Must be able to perform responsibilities with composure under the stress of deadlines / requirements for extreme accuracy and quality and/or fast pace. Must be able to effectively handle multiple, simultaneous, and changing priorities. Must be capable of exercising highest level of discretion on both internal and external confidential matters.

Acknowledgement

Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This job description is not a contract and should not be construed as a guarantee of employment for any specific period of time.

Our Community CU is an Equal Opportunity Employer and does not discriminate against employees or applicants based on race, color, religion, sex/gender, national origin, disability, age, or any other category protected by law.