



Marketing Manager

MidUSA Credit Union, a \$220 million financial institution in Middletown, Ohio, is seeking a Marketing Manager.

The MidUSA Marketing Manager is responsible for support of the Credit Union's sales and service culture through the development and implementation of the MidUSA marketing plan and through use of data mining, analysis and reporting. The Marketing Manager will oversee all marketing related initiatives including development and execution of the marketing plan, establishing marketing and digital strategies, website development, branding, and analysis of internal and external data to make recommendations and implement plans that help achieve long and short-term company goals.

Marketing Manager responsibilities include:

- Development, implementation and execution of marketing and digital strategies and annual marketing plans
- Work closely with and provide oversight for any third-party marketing partners who may help with development, implementation, execution and/or analysis of marketing efforts for Credit Union
- Direct advertising and sales promotion efforts. Oversee development and production of marketing content, advertising programs and collateral materials across all media platforms
- Analyze member segments and other member demographic information to provide insight for product development, usage and cross-sell opportunities
- Analyze marketing campaigns and sales data to develop insights and make recommendations for optimization of applicable areas with goal to improve overall ROI
- Manage the digital delivery channel – analyzing digital metrics and behavioral events in order to create and maintain effective digital marketing programs as well as digital products to attract new members and provide extraordinary experiences for existing members through our digital channels
- Leverage web and email engagement to create member insight and data to help improve individual experiences with our digital channels
- Maintain member survey system and Members+ Rewards program
- Perform detailed data analytics and reporting for performance across all areas and leverage data to help Credit Union achieve its strategic, financial and operational goals, needs and objectives
- Ensure compliance with Credit Union policies, procedures, and all Federal/State regulations
- Develop thorough knowledge of all Credit Union products and services

Marketing Manager qualifications include:

- Strong leadership, organizational, planning and analytical skills with proven ability to prioritize and multi-task
- Very strong oral and written communication skills; Ability to communicate effectively with members, staff and third parties
- Knowledge of financial services industry
- Sound understanding of marketing principles
- Working knowledge, practical application and hands on experience with Microsoft Office, desktop/graphics publishing software, HTML
- Bachelor's degree or the equivalent through course work, job experience or training
- Experience in consumer oriented financial institution a plus
- Marketing experience is preferred

Position offers a variety of benefits including health, dental, vision and more! In addition, MidUSA offers an attractive 401(k) plan. Apply online through this post on Indeed or send a resume and cover letter to MidUSA Credit Union, Attn: Human Resources, 3600 Towne Blvd, Middletown, OH 45005. No agencies please. MidUSA is an equal opportunity employer.