

Job Title

MARKETING & EDUCATION COORDINATOR

Short Description

The Marketing & Education Coordinator position will work as part of a highly collaborative team to elevate the First Commerce brand and empower people to achieve their financial aspirations through creative marketing and public relations efforts that support credit union and FCCU Foundation strategic initiatives, including managing FCCU Foundation's financial literacy efforts.

<https://firstcommercecu.applicantpro.com/jobs/3268452>

Full Description

MARKETING & EDUCATION COORDINATOR

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RESPONSIBILITIES:

- Develop and execute marketing and public relations initiatives that support First Commerce goals, including writing content for press releases, marketing materials, and various media channels (traditional and digital) through storytelling.
- Identify and recommend opportunities for telling the First Commerce story and building brand awareness through consumer and trade publications, newspapers, television, radio, and social media content. Includes conducting research and gathering necessary information to write content.
- Increase credit union visibility and engagement by building community relationships and networks that maximize delivery and exposure of financial literacy programs in service areas.
- Identify opportunities for recognition of First Commerce and FCCU Foundation efforts through public relations and awards programs for both consumer and business audiences across all markets.
- Develop financial education programs (Financial Fitness Fairs) and coordinate workshops in First Commerce service markets designed to reach target audiences.
- Conduct research and follow industry trends to make recommendations for improvements of First Commerce financial literacy efforts

based on best practices.

- Manage the FCCU Foundation web site, including promotion of financial education resources to create engagement, and content updates.
- Write reports on Foundation activities, including goal measurement with supporting data, outcomes, and budget.
- Develop and implement tracking measures that show the impact and effectiveness of financial education workshops and online training for participants.

REQUIREMENTS:

- Must be able to clearly communicate credit union and foundation mission, vision, values, philosophy, and objectives (verbally and in writing).
- Must be organized, able to prioritize and handle multiple projects at one time and meet deadlines consistently.
- Proven ability to implement and manage programs and initiatives that meet defined objectives and timelines while staying within budget.
- Strong writing, storytelling, presentation, research, and journalism skills.
- Experience with website management and maintenance and social media platforms (Facebook, LinkedIn, Twitter, Instagram).
- Strong understanding of technology and web-based services as a strategic communication tool.
- Ability to stay abreast of social media, marketing, and public relations best practices.
- Ability to take initiative, work independently at times and as part of a team.
- Ability to adapt and shift quickly in a fast-paced work environment.
- Ability to travel to various locations across credit union service markets in North Florida and South Georgia.

EDUCATION AND EXPERIENCE:

- A minimum of Bachelor's degree in Marketing, Public Relations, Journalism, English, Non-Profit Management, or other related fields highly preferred. An Associate degree from an accredited university or college with 2-5 years of similar or related experience will be considered.
- 3+ years of experience coordinating events, including promotion, budget, defining and measuring desired strategic outcomes, and post-event

evaluation.

- 3+ years of experience developing and facilitating educational and/or training workshops/presentations in-person, virtually, and via online platforms.
- Experience collecting and using data to measure outcomes and make program adjustments as needed.
- Experience teaching and/or working with high school, collegiate, and adult learners from various socioeconomic backgrounds (Spanish speaking is a plus).
- Experience with various social media platforms and how to use them for promotion of events and programs.
- Experience writing press releases, blogs, marketing materials, social media, and web content, and facilitating workshops and presentations.
- Must have a valid driver's license with a clean driving history.

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Education	Bachelor's degree in Marketing, Public Relations, Journalism, English, Non-Profit Management, or other related fields highly preferred.
Additional Comments	https://firstcommercecu.applicantpro.com/jobs/3268452
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