



## **JOB ANNOUNCEMENT MARKETING DIRECTOR**

**Job Posting Opening Date: October 14, 2021**

**Job Posting Closing Date: October 28, 2021**

**Job Description:** RiverFall Credit Union, located in Tuscaloosa, Alabama is currently in search of a Marketing Director. We are seeking an individual with the ability to manage all marketing efforts including traditional advertising and promotion, digital marketing, business development, and public relations. Additionally, a successful candidate will possess the skills needed to create and implement a marketing budget and strategic marketing plan. The ideal candidate will have marketing experience, preferably in a financial institution. The marketing director is the credit union's most publicly visible and active employee. They must also contribute to RiverFall Credit Union's commitment to community service.

### **Minimum Qualifications:**

- Bachelor's Degree in Marketing (preferred) or other business-related field or non-degreed with 3 years' marketing related experience
- Working knowledge of digital marketing, content marketing, and analytics
- Must possess the ability to work independently and without direct supervision. Must be detail oriented, highly motivated, and possess practical time management skills
- Ability to multi-task. This position is fast paced with multiple projects and deadlines
- Excellent written, oral, and interpersonal communication skills.
- Robust copywriting and proofing skills
- Professional work ethic

### **Desired Qualifications:**

- General knowledge of credit union operations
- Experience in conference and event planning
- Sound understanding and working knowledge of the Microsoft suite of products, e.g., Excel, Word, PowerPoint, etc.

**Applicants should submit a letter of interest along with a comprehensive resume to:**

RiverFall Credit Union OR VIA EMAIL TO: [sryan@riverfallcu.com](mailto:sryan@riverfallcu.com)  
C/O Scott Ryan  
P.O Box 1756  
Tuscaloosa, AL 35403