



## **JOB ANNOUNCEMENT MARKETING DIRECTOR**

**Job Posting Opening Date: May 06, 2022**

**Job Posting Closing Date: May 27, 2022**

**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, social media management, 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. We are looking for someone with some knowledge on video filming and editing. 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.
- Must be able to manage multiple vendors and keep up with monthly budgets/invoices
- Robust copywriting and proofing skills
- Professional work ethic

### **Desired Qualifications:**

- General knowledge of credit union operations
- Experience in conference and event planning
- Some knowledge in video recording and editing software, e.g., Adobe Premiere Pro
- Social Media management and advertising experience
- 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  
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Tuscaloosa, AL 35403