

Director, Marketing & Brand

Novation Credit Union is searching for an experienced **Director, Marketing & Brand**.
Oakdale, MN

Essential Function

The Director, Marketing & Brand drives the credit union's marketing activities by developing and implementing marketing, brand, and communication plans and programs, overseeing day-to-day marketing operations, and identifying opportunities for growth. Direct responsibilities include oversight of branding, marketing, advertising, business development, and member engagement activities and the design and execution of member, sales, and revenue growth strategies. This leadership role works closely with the Chief Strategy Officer and identifies and develops strategies that support the credit union's strategic objectives leading with a digital first mindset.

Primary Responsibilities & Duties

- Responsible for the development and implementation of both short- and long-term differentiated marketing plans for each of our prioritized growth segments to ensure achievement of credit union strategic objectives which include member acquisition and share of wallet.
- Develop and execute business development strategies to expand and reach new markets and integrate sales and promotional plans into daily activities of member service team.
- Partner with internal stakeholders to expand Novation's digital experience.
- Direct and oversee marketing, advertising, social media, and product promotion plans across all media and channels to achieve strategic and business objectives.
- Proactive public relations and communications, social media engagement, and content marketing methods to improve marketing effectiveness and fortify brand image.
- Collaborate with leadership to define and execute brand strategy and integration into member experience, products, channels, and branch network.
- Develop and execute strategically appropriate marketing "funnel" to include the full member decision journey and lifecycle (awareness, evaluation, conversion, use/experience, loyalty, advocacy).
- Oversee website and mobile strategy focused on enhancing experience and engagement.
- Identify key metrics to evaluate and report on all marketing results and benchmark performance.
- Monitor external environment and align marketing activities with emerging trends and opportunities.
- Optimize marketing tools and technologies to achieve full range of strategic and tactical marketing objectives.

- Coordinate communication to members, employees and public as necessary; included but not limited to, branches, website, social media and/or direct mail.
- Manage all aspects of video, digital and print production, and the professional appeal, accuracy, and inventory of sales and marketing collateral.
- Lead, coach, engage, and develop marketing staff to deliver effective and innovative marketing capabilities and outcomes to the organization.
- Partner with internal stakeholders, external partners, and vendors.
- Develop and manage the marketing budget and expenditures.
- Assume additional responsibilities as necessary for the continued growth and advancement of the credit union.

Specific Skills

- Exceptional communication skills, to include oral, written, visual, and quantitative
- Personally execute projects and initiatives from concept to fully deployed and in market
- Highly effective leadership and influence skills, and the ability to drive change
- Demonstrated ability to manage and lead with a positive, can do attitude
- Excellent prioritization and organizational skills
- Strategic and critical thinking, problem solving, and analytical skills
- Adept at optimizing data-driven decisions that drive growth and improve marketing ROI
- Creative, design, content development and assessment skills
- Experience leading, developing, and coaching a team to achieve success
- Thorough knowledge of marketing technology, platforms, ecosystems, and tools
- Proficiency with contemporary business productivity and collaboration software such as Adobe Creative Suite, including InDesign and PhotoShop, PowerPoint, MCIF systems, and Content Management System (CMS)
- Strong financial acumen and demonstrated ability to prioritize and manage a budget
- Demonstratable balance of creative and analytical skills

Accountability

- Overall marketing performance and business growth through member acquisition & retention and loan & deposit growth
- Increase brand awareness and amplify the value proposition of why prospective members should join Novation

Minimum Requirement

- Bachelor's Degree in business, marketing or related field required
- Minimum 8 years of relevant marketing experience required with 4+ years in a leadership role

- Exposure to multiple strategic domains within the field is preferred (such as brand design and activation, advertising, product promotion, creative and design, public relations, business development, etc.)
- Experience marketing a growing business and within regulated industries strongly preferred.
- Demonstrated experience with traditional and digital marketing methods, member acquisition, marketing principles, and reporting on results
- Experience leading member and market research
- Ability to travel up to 10% based on business needs

To apply please send your resume to HumanResources@Novation.org