
Database & marketing coordinator

Shared Financial Solutions

Position Title: Database & marketing coordinator

Department: Communications

Classification: Non-Exempt

Revision Date: 10/29/2021

Reporting Relationships

Position Reports to: VP of Engagement

Positions Supervised: None

Position Purpose

Manages the Association customer relationship platform (CRM), assists with marketing coordination and event management, and performs administrative support for the Association. Primarily supporting the Communications and events teams. The position requires extensive software and communications skills, and the ability to prioritize functions from multiple departments.

Essential Functions and Basic Duties

1. Database administration and website support.
2. Responsible for the data hygiene of the Association database records, ensuring quality control and accuracy of individuals, memberships, and event data.
3. Performs a variety of data management functions, including management, creating, and managing databases, producing reports, and compiling information.
4. Updates content on Association website.
5. Assists with creation and sending of promotional emails and newsletters, designing of Association flyers and other promotional materials.
6. Coordinates local and national awards program.
7. Manages ordering of Association collateral and other promotional items.
8. Assists Communications department as needed.
9. Manages event registrations and works with accounting and event staff to ensure accurate billing.

10. Assist with backup mailroom duties and HCUA building needs (pool cars, postage, mail/copies, phone answering, check log, supplies, etc.) Provide back-up assistance to the Administrative Officer.
11. Provides back-up assistance to other support staff and/or departments
12. Performs other duties as required and assigned.

Qualifications

- Education/Certification:**
- A bachelor’s degree in marketing, communications, or business, or other relevant function.
- Required Knowledge:**
- Thorough understanding of Association products and services.
 - Knowledge of the development, philosophy and structure of the credit union industry.
- Experience Required:**
- Two to five years of administrative experience.
- Skills/Abilities:**
- Professional, well-developed interpersonal and communication skills necessary for interacting with and presenting to credit union personnel and serving as a representative of the Heartland Credit Union Association.
 - Excellent organizational and editing skills, and verbal/written communication skills.
 - Proficient at using Microsoft Word, Excel, Adobe and PowerPoint.
 - Ability to manage multiple projects simultaneously is required.
 - A significant level of trust and diplomacy is required, in addition to normal courtesy and tact. Work involves extensive personal contact with others inside and outside of the organization and can be of a sensitive nature.

Physical Activities and Requirements

- Talking:**
- Must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.
- Average Hearing:**
- Able to hear average or normal conversations and receive ordinary information.
- Repetitive Motion**
- Movements frequently and regularly required using the wrists, hands, and/or fingers.
- Average Visual Abilities:**
- Average, ordinary, visual acuity necessary to prepare or inspect documents or products or operate machinery.
- Physical Strength:**
- Some sedentary work; sitting most of the time. Exerts up to 10 lbs. of force occasionally.
- Travel**
- Incumbent must have flexibility to work/travel (approximately 5%) on limited notice to HCUA’s office locations, credit unions or training sessions in and out of state. Occasional after-hours work schedules may occur.

INTENT AND FUNCTION OF JOB DESCRIPTIONS

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.