Marketing & Community Engagement Coordinator

Branch Locations: Downtown at 18 Market St., Kingston West at 795 Gardiners Rd., and Kingslake Plaza at 1201 Division St.

Kingston Community Credit Union (KCCU) is the Greater Kingston area's only local credit union. We are a member-owned, democratically operated financial co-operative providing a full range of outstanding and

About Kingston Community Credit Union: A member-owned and democratically operated financial co-operative open to those who work or reside in and around Kingston. We provide a full range of outstanding and affordable financial products and services, including daily personal and business banking services, loans and mortgages, and investment services. KCCU serves its members through its banking network of three branches, online and mobile banking, and access to thousands of surcharge-free ATMs in Canada (THE EXCHANGE® Network).

KCCU strongly believes in building co-operative relationships with our members and our community. For over 60 years KCCU has made a positive impact on our local community with charitable giving, volunteerism, and financial education. We have a proud tradition of co-operative business ethics and a commitment to continually demonstrate our mission, vision, and values. As part of the credit union philosophy of People Helping People, KCCU is committed to building, strengthening, and enhancing the lives of those in our community.

At KCCU, you will be part of a community-oriented, supportive workplace that values and is committed to **Co-operation**: people helping people, **Integrity**: always doing what is best for our members, **Community**: commitment to strengthening our community, **Sharing**: sharing our success with our community and members, **Financial Strength**: building financial strength with co-operative and sustainable ethics, **Education**: sharing our expertise, and **Respect for All**.

The Opportunity

KCCU is seeking a Marketing & Community Engagement Coordinator to join the KCCU team for a challenging and rewarding career position in a fast-paced, high-performance work environment at a growing, dynamic organization.

We offer a competitive total compensation package including pay commensurate with skills and experience, comprehensive benefit program, performance-based incentive programs, and employee banking benefits.

Job Summary

In support of the Mission, Vision and Values of Kingston Community Credit Union, the role of the Marketing & Community Engagement Coordinator will work closely with the Marketing Manager and will be responsible for supporting and coordinating KCCU's marketing and community engagement initiatives. The focus of the Marketing & Community Engagement Coordinator will be to support and champion KCCU's growing marketing channels, coordinate social media activities, support local and community advertising and outreach activities, and help coordinate the rollout of KCCU's new website and CRM program. The incumbent will have exceptional organizational, prioritization, and communication skills,

both oral and written, as the role requires management of multiple projects and stakeholders at any one time.

Key Responsibilities

Marketing Support

- Support the execution of KCCU marketing plans, campaigns, and communications strategies to meet organizational goals.
- Support and assists with design, development and production of promotional campaigns including campaign content, such as communications, flyers, brochures, posters, and web content.
- Support promotional campaigns ensuring that any advertising (print, electronic, direct, and outdoor) is consistent with the target market identified in the strategic plan for the credit union.
- Ensures marketing materials and website are current and relevant to KCCU objectives.
- Support the planning and execution of targeted direct mail programs including list generation, production, and supervision of execution through external vendors and/or internal resources.
- Coordinate KCCU social media accounts providing content, posting, monitoring, and monthly reporting (including comments on engagement) to engage existing members and establish positive public relations.
- Maintain website content.
- Support and coordinate member connections and input by conducting surveys, focus groups, and interviews.
- Implement search engine optimization (SEO) in online media and website.
- Maintain and manage marketing inventory and marketing resource library.
- Ensure website and marketing resources meet all Accessibility criteria (AODA compliant).
- Act as the first point of contact for branch marketing support.
- Coordinate and/or execute on the delivery of customized marketing materials to various KCCU stakeholders.
- Monitor branch marketing content and placement to ensure relevant and consistent.
- Coordinate marketing material distribution.
- Work with other departments to facilitate smooth execution of project or campaign deliverables.
- Support and coordinate marketing communications with branches, staff, and members.

Support Planning, Strategy and Budgeting

- Support the development and maintenance of sound marketing systems, with the goal of efficiently employing resources for optimum results. This includes systems around member demographics, products and services, campaigns, marketing resources, etc.
- Partner with Business Analysts and Marketing Manager to oversee market research and analysis of data as related to products and marketing systems.
- Advise and support development of marketing strategies as required or requested.

- Assist with planning, developing, and directing multiple avenues of marketing strategies to meet sales targets.
- Research trends and explore new marketing sources and opportunities.
- Assist in production and review of financial documents such as budgets, estimates, and contracts.
- Monitor budget expenditures throughout fiscal year to ensure budget and goals are being maintained.
- Assist with contract review, negotiations, and maintenance.
- Address problems and troubleshoot as required.
- Analyze member feedback and campaign performance.
- Maintain familiarity with all marketing vehicles and channels.

Community Engagement

- Support and coordinate KCCU's community engagement strategy ensuring a positive presence within our community.
- Develop community engagement strategies and campaigns, monitor performance of strategies/campaigns, and make improvements as needed, report monthly to Marketing Manager and CEO.
- Include and manage social media community messaging.
- Build external business partners, enabling strong and collaborative working relationships in the community.
- Develop new members.
- Leads cross-functional collaboration in the community.
- Support and coordinate KCCU's presence at local community events supporting like-minded organizations.
- Support the planning and coordination of local and community events and promotion projects.
- Explores new community engagement opportunities.
- Support and execution of marketing events, conferences and seminars including financial literacy initiatives; Deliver presentations to community stakeholders.
- Develop and implement KCCU member education strategy.
- Coordinate the creation and curation of corporate communications.

General

- Maintain current and comprehensive knowledge on all Credit Union products and services, related policies, procedures, rules, and regulations.
- Engage in continuous education and development.
- Work safely in accordance with KCCU's Risk Management, Personnel Policy and the Occupational Health and Safety Act as amended from time to time.
- Responsible to remain current on PCMLTFA regulations/guidelines/requirements to meet record keeping, client identification and reporting obligations to Fintrac (Large Cash, Electronic Fund Transfers and Suspicious transactions).
- Meet or exceed all assigned goals.
- Maintain a strict level of confidentiality on all matters and adhere to Privacy policy.
- All other duties as assigned.

Qualifications, Experience and Education Requirements

- Post-secondary diploma, degree or certificate in relevant discipline including Marketing, Business, Communications, Public Relations, Community Development, or related field.
- 2-3 years of experience in the financial services industry, marketing, or a corporate or community engagement role.
- Experience creating and executing consumer brand social media campaigns including experience with social media performance tracking tools.
- Experience managing projects including planning and execution, monitoring outcome, and preparing deliverables for specific service area initiatives.
- Knowledge of best practices in public participation, end user engagement and community building.
- A valid Class "G" driver's license in good standing is required.
- Ability to work flexible hours.
- Must be bondable.

Competencies/Skills

- Strong planning, organizational and time management skills with the ability to manage multiple projects and the expectations of multiple stakeholders and competing deadlines at one time.
- Ability to quickly adapt to changing priorities and opportunities.
- Strong creativity and conceptual skills, with an original design sensibility for development of marketing and communications materials.
- Strong verbal and written communication.
- Strong analytical, problem solving, organizational and negotiation skills/capabilities.
- Strong communication skills.
- Detailed oriented.
- Ability to maintain confidentiality of sensitive or proprietary information.
- Interest and/or ability in video and still photography.
- Ability to work independently and as a member of a team.
- Excellent verbal and written communication skills.
- Highly proficient in MS Office suite of products.
- Familiar with (or able to learn) website management programs.
- Proficient in Google Analytics, Google/Facebook advertising, CRM systems, SEO, data analysis and event planning.
- Knowledge of the financial services industry is an asset.
- Self-starter with a zest for coming to the table with unique ideas and solutions.
- Continuously curious and innovative.
- Hardworking and motivated to learn and grow in a fast-paced environment.

Work Environment

- Must be available to work across all operational hours and branches with required flexibility to occasionally work odd hours or weekends to attend events and community functions. Occasional work from home may be required.
- Required travel between branches and throughout the community to attend community events and visit local businesses and organizations.
- Fast-paced, multi-duty environment with multiple demands.
- Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions related to this position.
- Continual learning, education, and experience to keep pace with changes relative to the job function.

How to Apply

Please forward your resume and covering letter outlining experience and qualifications, online by email to kccu@kccu.ca or by fax to 613 384 1792, to:

Attn: Human Resources
Kingston Community Credit Union Ltd.
795 Gardiners Rd., Kingston, ON K7M 7E6

To learn more about KCCU please visit our website at kccu.ca.

Kingston Community Credit Union is committed to employment equity and provision of an inclusive and accessible candidate experience. Applications from all qualified candidates are encouraged. Recruitment and selection related accommodations will be provided upon request. We thank all applicants but only those considered for an interview will be contacted.