

Job Posting: 7794 - Position: Marketing Analyst

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| Co-op Work Term Posted: | Spring 2019 |
| Application Deadline | 10/25/2018 11:59 PM |
| Application Method: | Career Bridge |
| Posting Goes Live: | 09/21/2018 1:42 PM |
| Job Posting Status: | Expired |

Company Information

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| Organization | 1st Choice Savings and Credit Union Ltd. |
| Salutation | Mrs. |
| Job Contact First Name | Jane |
| Job Contact Last Name | Doe |
| Contact Title | Associate People Development |
| Address Line One | 45 Fairmont Blvd S |
| City | Lethbridge |
| Province / State | Alberta |
| Postal Code / Zip Code | T1K 1T1 |
| Country | Canada |

Job Posting Information

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| Term Posted | Spring 2019 |
| Job Title | Marketing Analyst |
| Duration | 8-12 Months |
| Job Location (City/Town) | Lethbridge |
| Job Location (Province/State) | Alberta |
| Job Description | |

The Position

Reporting to the Chief Executive Officer, the Marketing Analyst is responsible for the organization's external communications, marketing planning, and execution of all marketing activities in order to maximize the local presence of 1st Choice Savings as well as acquire and retain new members. The Marketing Analyst will work with a small team dedicated to creating effective paid advertisements, social content, as well as community events and sponsorships.

Key Responsibilities

Assist in establishing the 1st Choice Savings brand to reflect a consistent member experience:

- Participate in branding initiatives aimed at creating a consistent and valuable experience for members.
- Organize and attend local events in order to educate the community on the Credit Union difference and

what 1st Choice Savings has to offer.

- Writing creative reports and assisting in long term business development projects.
- Ordering promotional items to give out to members and use at events.

Planning and implementing online marketing initiatives as well as paving the way for future digital marketing experiences:

- You will have the opportunity to manage multiple social media platforms with the goal of creating content that provides value to our membership and that maximizes our online presence.
- Assisting in developing paid advertisements in platforms such as Google Adwords.
- Helping manage website content including editing pages, banner ads, and member announcements.
- Assist in developing an annual marketing plan to drive overall business objectives.
- Comfortable with graphic design, and creating graphics for social media as well as for the website and other digital properties.

Working with internal and external stakeholders to provide value to the membership and community:

- Managing sponsorship requests from local community organizations.
- Meeting with current sponsors to discuss opportunities for partnership and collaboration.
- Communicating with branch managers and the executive team regarding events and branch specific initiatives, often including presentation elements.
- Providing internal communication to staff via email and the organization's intranet on upcoming events, changes in marketing, and other related initiatives.

Job Requirements

Requirements for making this opportunity a reality

- Excellent verbal and written communication
- Highly organized with an incredible ability to prioritize
- Comfortable working on multiple projects at one time
- Operating with a sense of purpose and urgency
- Fiscally minded; comfortable with financial topics and detail oriented
- Ability to work effectively independently as well as part of a team
- Experience with Microsoft Outlook, Word, Excel and PowerPoint.
- Experience with Adobe Photoshop, Indesign, or other relevant programs.
- Pursuing or completion of a relevant certificate, diploma, or degree.

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| Preferred Academic Level | Undergraduate |
| All Programs | No |
| Targeted Degrees and Disciplines | Bachelor of Fine Arts (BFA) Bachelor of Management (BMGT) Accounting Art |

Computer Science BMgt
Digital Audio Arts
Dramatic Arts
Economics BMgt
Finance
General Management
Human Resource Management & Labour Relations
Indigenous Governance and Business Management
International Management
Management Information Systems
Marketing
Music
New Media
Political Science BMgt

Projected Start Date

January 01, 2019 12:00 AM

Projected End Date

January 01, 2020 12:00 AM