

**KAUAI FCU
Job Description**

Job Title: Media Specialist	Effective Date: July 2022
FLSA Status: Non-Exempt	
Reports to: Creative Director	
PURPOSE AND SCOPE	
Provide administrative support to the Marketing, Design, Website, social media, PR, and Communications Department. Follow up on disclosures, correspondence, and other materials, and assist the Creative Director. Works with the Creative Director in all aspects of campaign development and collaborates with credit union department heads on specific department marketing needs.	
ESSENTIAL JOB FUNCTIONS	
1. Develops concepts and layouts for product illustrations, company designs, ads, and websites, ensuring brand integrity is delivered. Creates advertising and promotion activities including print, online, digital media, and direct mail, ensuring brand integrity is delivered. Create marketing materials for each marketing campaign or event to the appropriate department or channel. Create marketing materials for each marketing campaign or event to the appropriate department or channel.	
2. Creates and seeks approval for designs, and assists with the coordination of photography, artwork, and printing.	
3. Maintains in-depth knowledge of Credit Union products and services. Maintains current knowledge of industry trends, opportunities, channels products and services.	
4. Works with the Creative Director and Development team on projects with community partners and events.	
5. Maintain and restock inventory of marketing materials and supplies. Coordinate distribution of inventory to branches, departments, and/or events according to their needs.	
6. Assist with creating presentations on financial services to groups to promote credit union growth. Maintains in-branch promotional events for the credit union. Composes, creates quarterly newsletter content.	
7. Under the direction of the Creative Director, proactively sources new digital content to publish daily on Kauai FCU social media platforms. Develops contests and promotions to increase followers on social media, while providing Credit Union leadership with comprehensive reporting on social media analytics and trends.	
8. Meet on a regular basis with the Creative Director and coordinate the direction and planning necessary for the successful operation of this department.	
9. Perform other work as assigned.	

SUPERVISION RECEIVED
<ul style="list-style-type: none"> • Work with direct supervision from the Creative Director. • Empowered to solve problems in a professional and timely manner. • Exercise discretion and independent judgment in tasks/situations detailed in departmental procedures.
MANAGEMENT/SUPERVISORY RESPONSIBILITIES
Directly Supervises: NONE

IDEAL EDUCATION AND/OR EXPERIENCE
<ul style="list-style-type: none"> • High School diploma • Degree in Marketing, Graphic Design or related field. • Must have design experience
KNOWLEDGE/SKILLS REQUIRED
Must be able to communicate (verbally and in writing) clearly in the English Language.
REASONING/DECISION-MAKING/PLANNING ABILITY
Must be able to make good decisions dealing with members, employees, and the public in a timely manner.
CUSTOMER/MEMBER INTERFACE
Regular, periodic direct face-to-face contact with external or internal customers or members through multiple means (face-to-face, correspondence, telephone, electronic messaging, etc.).
PHYSICAL DEMANDS
<p>Work Environment:</p> <ul style="list-style-type: none"> • “Moderate” noise level in an enclosed air-conditioned facility (e.g., office with computers, printers, work area with light traffic, telephones, etc.). • Usually indoor work with occasional work outdoors. • Must be able to lift, push, and pull a minimum of 25 lbs. • Must be able to operate office equipment such as: computer, typewriter, fax, telephone, photocopier, and calculator. • Position may require prolonged sitting, standing, and walking.

TRAVEL REQUIREMENTS

Some travel may be required to attend meeting/educational offerings by car or aircraft to various locations throughout the United States. The length of the travel varies by purpose.

ATTENDANCE REQUIREMENTS

Please note that scheduled attendance requirements may change due to business needs.

Scheduled days of work when the credit union is open:

Monday through Thursday 8:00 a.m. – 4:45 p.m.

Friday 8am – 5:45pm

Must be able to work additional hours, weekends, and Holidays as needed.