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**Position:** PART TIME YOUTH MARKETING ASSOCIATE

**Department:** Business Development & Marketing

**Reports To:** Business Development Manager

**FLSA Status:** Non-Exempt

**Supervises:** None

**Employee Review:** Youth Marketing Associate

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**Positions Summary:**

This position will have a strong focus on LOC's youth programming initiatives. This will include, managing and ensuring the smooth operation and growth of assigned student run credit unions, planning and executing financial reality fairs and assisting with planning or execution of other youth programming initiatives. This position does require a high level of travel to complete day-to-day tasks and responsibilities. In addition, school events, in-school branch operations and financial reality fairs may be outside our normal business hours.

**Essential Duties and Responsibilities:**

**Student Run Credit Unions**

- Develop, implement and ensure the smooth weekly operation of assigned student run credit unions. This includes relationship building, training and leadership development.
- Responsible for the timely and effective communication between LOC and key stakeholders.
- Represent LOC at all school-related functions, during or after school hours, with the goal of creating program awareness and obtaining more accounts.
- Recommend growth strategies for the student run credit unions; develop annual budgets and reviews of assigned schools and develop program enhancement plans.
- Create action plans and annual operation review with teacher liaisons and administrators.

**Community and Youth Development**

- Identify, create and implement youth and young adult financial workshops and presentations.
- Identify, organize and evaluate effectiveness of youth financial reality fair's and additional programming opportunities with school districts and partner organizations.
- Build and maintain partnerships with volunteers, community members, and other organizations.
- Coordinate and participate at special events, as needed.
- Manage the marketing aspect of LOC's youth program.

## **Marketing and Administration**

- Ensure overall quality, quantity, accuracy, timeliness and tracking of assigned marketing-related activities and communications. This includes creation and proofreading of material.
- Follow-up on all school and community events and providing summary reports as needed.
- Communicate student run credit union program and other financial literacy programming updates, news and weekly operation material through our web and social media outlets to Marketing.
- Maintain and update student run credit union program information on each individual in-school branch website.
- Develop progress reports for each student run credit union branch on a quarterly basis.
- Complete new account onboarding process in a timely manner.
- Plan and develop content focused on LOC's Youth Programming for loccreditunion.com & social media accounts; coordinates efforts with Digital Marketing Specialist. This includes content development.
- Track financial education initiatives, hours and programming for LOC and National Youth Involvement Board (NYIB).
- Coordinate survey results tracking; report results in a concise and easy to read manner

This is not an exhaustive list of the Essential Responsibilities, it is just meant to act as a guide.

## **Qualification Requirements - Skills and Knowledge:**

- Exceptional communication skills, both verbal and written
- Ability to present in front of groups
- Detail oriented with excellent organizational skills; ensuring efficiency and accuracy
- Excellent time management and follow up skills
- Well-developed organizational skills
- Demonstrates, understands and applies CU policies, procedures and knowledge of LOC products and services
- Well-developed reasoning and problem solving skills, resulting in good decision that do not result in a loss or expense to the CU
- Basic proficiency in Word, Excel, PowerPoint, Publisher, and HTML is highly desirable

## **Education and/or Experience:**

- High school diploma or general education degree (GED)
- Minimum of two years college course work with focus on communications, marketing or business or equivalent work experience
- Experience in program development as well as experience in programs that work with school-age youth.

## **Performance Measurements:**

- Coordinate personal time off with the schools' schedule to minimize the need for additional support from other sources.
- Projects and responsibilities are completed accurately, professionally and finished or monitored according to the project timeline
- Ensures smooth, quality, cost-efficient, error-free student branch operation days.
- Meets individual monthly goals for increased growth of student run credit union program.
- Increased awareness of SRCU program.

- Reports monthly, quarterly, and semi-annually on the assigned student run credit union branches growth, development and maintenance. Branch performance will compare at or ideally above the average number of results compared to a co-worker performing the same functions, taking into consideration the days and hours worked, along with the location.
- Effectively plans and executes assigned financial reality fairs
- Good business relations exist with co-workers and members, all problems or questions are courteously and promptly resolved

**Salary Range:** \$10.58 - \$21.64 per hour

### **Expected Standard Performance and Responsibilities for all LOC Team Members:**

- Adhere to the mission statement of LOC Federal Credit Union. “A commitment to our members to provide quality financial services, in a friendly manner, with sound professional leadership”.
- Perform needs-based sales - communicating to our members, letting them know about all of the money saving, money making, security added opportunities available to them and help them win financially.
- Represents the Credit Union in a courteous and professional manner, exceeding the member’s expectations.
- Steps in to assist with Credit Union members or with fellow team members; listens, uncovers needs and takes action, and demonstrates a “take charge” and positive attitude.
- Demonstrates dependability and can work independently or as a valued team member; is responsible in the use of break and lunch times, has a good attendance record, readily participates, and is steadfast in seeing a task to completion.
- Fulfills flex employee responsibilities as required with regard to weekday and weekend hours and locations.
- Acquires and maintains all required licensing and certifications for the position.
- Successfully completes all required training and educational opportunities, by the assigned deadline.
- Takes initiative to learn, self-teach, improve skills and apply all new knowledge.
- Promotes the credit union by volunteering at the community initiatives in which LOC sponsors or supports and by spreading the word about who LOC is and what we do.
- Strictly incorporates strong security compliance and communication of all exceptions, including the BSA policy.
- Responsible for assisting examiners, auditors, Credit Union committee members and other special interest groups as necessary.
- Assumes responsibility for related duties as required or assigned, and completes by the given deadline, or if no deadline was given, completes in a timely manner.

### **Required Skills and Abilities -**

**Language Skills:** Effectively communicate, verbally and in writing, in English. Ability to read and comprehend simple instructions, short correspondence and memos. Ability to write simple correspondence, in a professional manner. Ability to effectively present information in one-on-one and small group situations to members, potential members and other employees of the organization.

**Mathematical Skills:** Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compute rate, ratio and percentage.

**Computer Skills:** Must be able to proficiently utilize a personal computer, related peripheral equipment and applicable software.

**Reasoning Ability:** Ability to apply common sense understanding to carry out instructions furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

**Other Skills and Abilities:** A cooperative, positive attitude towards members, non-members, managers/supervisors and fellow employees using sound interpersonal skills. Must possess good oral and written communication skills.

**Mental Demands:** The mental characteristics necessary to completely perform this job include, but are not limited to, the occasional need to use instructing and negotiating abilities, and imagination; to frequently use basic and complex numeric calculations, memory, and reading and writing ability; to continuously be alert, precise, resourceful, use problem solving; concentration, creativity and good judgment.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the overall duties and responsibilities of this job. While performing the duties of this job, the employee is regularly required to sit and use a keyboard (including repetitive motions with hands, fingers, arms, etc.). The employee is frequently required to stand, walk, and reach with hands and arms, to communicate effectively, climb, stoop, kneel, crouch, and/or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception and the ability to adjust focus. . Ability to hear average and normal conversations and comprehend what is being said on the phones and in the office environment.

**Work Environment:** The noise level in the work environment is usually quiet. There are no hazardous or significantly unpleasant conditions (such as in a typical office). Employees are responsible for keeping a neat, professional and organized work area.

I have read/understand this job description and have had an opportunity to ask questions. I understand that this job description should not be interpreted as all-inclusive, additional functions and requirements may be assigned by supervisors as deemed appropriate. All LOC employees are at will employees, which means that I can terminate my employment at any time and that the Credit Union can terminate my employment at any time.

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Signature

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Date

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Printed name of employee