



Job Title: Vice President of Marketing
Date Prepared: November 2025
Reports To: Chief Experience Officer
Department: Member Service
Status: Salary / Exempt
Job Grade: 13

Purpose

The primary purpose of this position is to develop and lead a team that will allow Fremont Federal Credit Union to live our mission to deliver the best advice, the best service, and the best products to promote healthy financial living. The Vice President of Marketing at Fremont Federal Credit Union holds a pivotal leadership role, responsible for the strategic planning, development, and execution of the credit union's comprehensive marketing and advertising initiatives. Reporting directly to the Chief Experience Officer (CXO), the VP of Marketing is responsible for creating and implementing robust marketing and communication strategies that significantly enhance membership opportunities and revenue generation. This position requires a strategic alignment with the credit union's vision, mission, and core values, experience developing marketing tactics and strategies, excellent leadership and communication skills, and a demonstrated ability to build relationships with a wide range of stakeholders.

Essential Duties

1. Leading and Coaching employees by developing each to their highest potential by identifying their areas for improvement and appropriately coaching, training, or correcting the employees' performance.
2. Recognizing employees who perform at a high level. Holding employees accountable for their performance, attitude, and behavior.
3. Inspiring and motivating others to perform well.
4. Meeting with each employee regularly to review previous performance, set goals for performance and develop plans to improve employee's performance.
5. Develop and implement strategic marketing plans that align with the credit union's goals and budget, driving revenue growth and enhancing market presence.
6. Guide the credit union's brand identity, ensuring consistency and alignment with our mission across all channels and touchpoints.
7. Conduct and analyze market research to identify trends, opportunities, and challenges, leveraging insights to inform marketing strategies and product development.
8. Lead the design and execution of comprehensive marketing campaigns, measuring performance and adjusting tactics to maximize ROI.
9. Collaborate with cross-functional teams to enhance the member experience, ensuring marketing initiatives support service excellence and member satisfaction.
10. Manage relationships with marketing agencies and vendors, negotiating contracts and overseeing execution to ensure high-quality, cost-effective services.
11. Direct public relations efforts, including media relations, community engagement, and crisis communications, to maintain and enhance the credit union's public image.
12. Ensure all marketing activities comply with relevant regulations and laws, working closely with the compliance department to mitigate risks.
13. Evaluate and implement marketing technology solutions to improve the efficiency and effectiveness of marketing efforts.
14. Champion the credit union's brand internally and externally, facilitating training and communications to ensure employees are effective brand ambassadors.

15. Lead the strategic direction of digital marketing efforts, including website optimization, social media engagement, and email marketing campaigns.
16. Lead community engagement initiatives, representing the credit union at community events and serving on boards to enhance local presence and support.
17. Contribute to the credit union's strategic planning process, providing insights and recommendations based on marketing expertise and market trends.
18. Stay abreast of marketing innovations and best practices, recommending new approaches to drive member engagement and business growth.
19. Regular and reliable attendance.

Other Duties

1. Evaluate and implement marketing technology solutions to improve the efficiency and effectiveness of marketing efforts.
2. Develop and maintain strategic partnerships with key industry players, community organizations, and other external stakeholders to support marketing objectives.
3. Contribute to the credit union's strategic planning process, providing insights and recommendations based on marketing expertise and market trends.
4. Monitor and report on the effectiveness of marketing initiatives, adjusting strategies as necessary to achieve desired outcomes.

Qualifications

Preferred Experience

The ideal candidate for the Vice President of Marketing position at Fremont Federal Credit Union will hold a Bachelor's degree in Marketing, Business Administration, or a closely related field, with a preference for individuals who have attained a Master's degree. They should bring a wealth of experience, with at least 7-10 years in marketing management roles, ideally within the financial sector. A proven track record of developing and implementing dynamic marketing strategies that have significantly contributed to revenue growth and brand development is essential.

Skills/Abilities

The Vice President of Marketing will possess exceptional leadership and communication skills, both written and verbal. The role demands extensive experience in customer research, the development of marketing concepts, and the execution of advertising strategies, including editing and analysis. A successful candidate will also have a proven track record in advertising placement and production. While knowledge of credit union philosophy is preferred, it is essential for the candidate to have a working understanding of compliance issues related to marketing and advertising. The position requires strong conceptual, advertising, editing, and analytical skills, alongside a solid proficiency in Microsoft Office products.

Decision Making

The Vice President of Marketing exercises sound judgment in decision-making, aligning marketing strategies with the credit union's policies and procedures. This role requires innovative thinking and professional judgment to identify, analyze, and solve complex marketing challenges.

Financial Responsibilities

Responsible for managing the marketing department's budget, ensuring marketing initiatives are cost-effective and deliver a strong return on investment.

Supervisory Responsibilities

This position entails supervisory responsibilities over the marketing department, ensuring the team is motivated,

productive, and aligned with the credit union's strategic goals.

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Performing work through repetitive eye/hand coordination. Write using a pen/pencil or personal computer keyboard daily. Must be able to communicate through speaking and hearing and use visual acuity for examining and reading documentation. Position is required to sit, pull, push, reach, and use repetitive hand motions. Position may be required to work long or unusual hours on occasion. Ability to work overtime, attend meetings, seminars, and travel.

Working Conditions

Work is performed primarily indoors with some potential for exposure to safety and health hazards related to electronics work. May require periodic travel between branches and for community events. There is exposure to potentially hazardous conditions such as robbery. Employees are to receive detailed instructions and procedures to follow to minimize risk. In accordance with the American with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodation will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Work Authorization

FFCU requires that all employees be legally authorized to work in the United States, and it abides by all laws that prohibit the employment of undocumented foreign nationals. Any person employed must complete the federal Employment Eligibility Verification Form (I-9) within three days of hire.

Equal Opportunity

FFCU provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, gender identity, sexual orientation, marital status, religion, age, disability, results of genetic testing, or service in the military. Equal employment opportunity applies to all terms and conditions of employment.

Diversity Statement

FFCU is committed to creating and maintaining a workplace in which all employees have an opportunity to participate and contribute to the success of the business and are valued for their skills, experience, and unique perspectives. This commitment is embodied in FFCU policy and the way we do business.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Employee Signature: _____

Employee Print Name: _____

Date: _____