

Director of Marketing Communications

JOB SUMMARY/OBJECTIVES:

The Director of Marketing Communications at VisiFI is responsible and accountable for designing a marketing and advertising plan and annual budget that will increase brand awareness, drive market interest and engagement and generate leads for sales follow up. The ultimate goal is to effectively increase VisiFI's market share and maximize revenues in order to establish VisiFI as a trusted leader in the Financial Technology industry.

This position will be responsible for leading a team that that can manage a diverse marketing plan; including, internal and external strategists, writers, designers, social media and public relations while also interacting with clients on a regular basis to capture content.

ESSENTIAL FUNCTIONS:

- Manage conception, development, and implementation of marketing plan and strategies, product concepts, and promotional programs to drive interest and sales.
- Establish and present an annual detailed marketing budget.
- Manage assigned staff, external agency resources and media as well as internal departments and staff to execute a consistent and effective communications plan.
- Oversee the usage and maintenance of the Microsoft Dynamics CRM to assure content quality and viability to support marketing communications.
- Work with both the sales and marketing departments to develop successful strategies and campaigns that attract new customers and retain current customers.
- Write or edit copy, approve creative design and interact with outside organizations as needed for advertising placement and or industry event participation.
- Lead regularly scheduled team meetings to review plan objectives, address execution issues and assure execution deadlines are met.
- Review current marketing trends and advertisements to determine the effectiveness of different styles and strategies
- Create and maintain a successful brand and image that attracts customers to the product or service
- Collaborate with the Product Marketing Director to develop and implement marketing and branding strategies for new and existing products, internally and externally.
- Understand key marketing performance metrics and tracking tools to provide market research, forecasts, competitive analyses, campaign results, and consumer trends in order to translate results into actionable insights for marketing team.
- Attend and/or participate in the planning of conventions, conferences, and tradeshows, preparing engaging displays and collateral as needed, and providing post-event reports and analysis.
- Conduct general market research to keep abreast of trends and competitor's marketing movements.
- Other duties as assigned by management.

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TECHNOLOGY USED:

- Microsoft Dynamics
- Paychex
- SAP
- Microsoft Office Suite, including 365, Excel and SharePoint
- VisiFI applications as required

KNOWLEDGE, ABILITY AND SKILLS:

Candidate must possess experience and a strong understanding of various marketing and communication disciplines as well as the ability to plan, execute and motivate a team to accomplish departmental objectives. The ideal candidate will be an experienced professional with a passion for marketing and ability to employ comprehensive and unique marketing techniques to drive creativity and enthusiasm in others.

- Proven experience as Marketing Director
- Excellent leadership and organizing skills
- Analytical and creative thinking
- Successful track record in senior marketing roles and creating marketing campaigns
- Excellent leadership, communication, and decision-making skills
- Experience with digital and print marketing, content marketing, and social media marketing
- Proven ability to plan and manage budgets
- Knowledge of the Financial Industry and an understanding of banking or credit union operations a plus
- Ability to think strategically, analyze issues and take action as required.
- Ability to communicate clearly and effectively, both orally and in writing.
- Up to speed with current and online marketing techniques and best practices
- Thorough knowledge of web analytics (e.g. Google Analytics, WebTrends etc.) and Google Adwords
- Experience in both Business to Business and Business to Consumer Marketing a plus
- Goal oriented and passion to achieve success

COMPETENCIES:

- **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

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COMPETENCIES cont.

- **Dependability** - Following instructions, responding to management direction; Taking responsibility for own actions; Keeping commitments; Committing to long hours of work when necessary to reach goals; Completing tasks on time or notifying appropriate person with an alternate plan.
- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

WORK ENVIRONMENT:

Work is performed in an office environment and involves everyday risks or discomforts which requires normal safety precautions. Occasional travel (14 days per year), may require overnight and weekend travel.

PHYSICAL DEMANDS:

Work is essentially sedentary with occasional walking, standing, bending, carrying items under 25 pounds such as books, papers, small parts, etc.

COMPENSABLE QUALIFICATIONS:

Bachelor's Degree in Marketing, Business or related discipline required with at least five years of successful marketing, sales and customer service experience in business and operation management or the equivalent of education and experience. Experience in the banking and financial industry is strongly preferred.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.