



## Chief Marketing Officer, Credit Union Job Description

### JOB INFORMATION

<i>Job Code:</i>	115060
<i>Job Title:</i>	Chief Marketing Officer, Credit Union
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Supervises employees and/or student workers.
<i>Job Family:</i>	Credit Union
<i>Job Family Group:</i>	Accounting, Finance and Banking
<i>Management Level:</i>	4 Administrator

### JOB SUMMARY

Oversees marketing operations and brand management for USC Credit Union. Establishes and implements comprehensive marketing strategies encompassing advertising, promotional communications, and public relations. Oversees the business development team and leads related activities. Manages sponsorships and licensing agreements, ensures communications are within brand guidelines, and collaborates with spokespersons to amplify brand. Develops budget and allocates resources, leads product development efforts, and implements various marketing strategies (e.g., digital marketing, traditional media, outreach events) to reach target audiences.

### JOB QUALIFICATIONS:

#### Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree		In
X			Marketing	Or
X			Business Administration	Or
X			in related field(s)	
	X	Master's degree		
	X		in related field(s)	

#### Additional Education

Check here if experience may substitute for some of the above education.

Combined experience/education as substitute for minimum education

#### Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>	
X		10 years	of progressive experience in marketing leadership roles within the financial services industry.	

#### Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

## Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Ten years of progressive experience in marketing leadership roles within the financial services industry, with a strong understanding of Los Angeles market dynamics.
X		Proven track record of developing and executing successful marketing strategies that drive business growth and enhance brand equity.
X		Demonstrated leadership, organizational, critical thinking, and analytical skills.
X		Exceptional team management skills, with the ability to inspire and motivate cross-functional teams to achieve shared goals.
X		Excellent executive program/project management skills and experience with budget planning and management.
X		Strategic thinker with a data-driven approach to decision-making.
X		Ability to develop analytics from multiple streams of data, interpret trends, develop persuasive recommendations, and present information to varied audiences.
X		Excellent written, oral, and interpersonal communication skills, with the ability to build relationships and influence stakeholders at all levels of the organization.
X		Knowledge of regulatory requirements and best practices in financial marketing and advertising.
X		Proficiency in marketing technology tools and platforms, including CRM systems, digital marketing channels, and analytics tools.
X		Demonstrated experience with office management software/tools (e.g. Google suite, Slack, Skype) and social media management.
	X	Multilingual communication skills, fluent in Mandarin, Spanish, Korean and/or other languages beyond English.
	X	Ability to independently develop, drive and contribute to comprehensive strategies and business plans in rapidly changing environments.

## Other Job Factors

## JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Oversees marketing operations for USC Credit Union to drive membership, boost deposit/loan growth, and enhance member education and engagement. Develops and implements short- and long-term marketing strategies, plans timelines for marketing campaign and product rollouts, and establishes related goals and objectives. Collaborates with senior leadership, marketing partners, and other stakeholders to build and shape strategy.				
Oversees the business development team and related activities, providing leadership, guidance, and supervision as appropriate. Supervises development and delivery of marketing campaigns and activities designed to convert potential clients into members. Establishes, implements, and manages the business development team's customer segmentation strategy; identifies groups, evaluates segment needs, and develops targeted products, services, and campaigns. Conducts data-driven analyses and internal performance evaluations. Leads business development team in developing new membership growth strategies and tactics. Selects and oversees third-party agencies to ensure marketing initiatives are carried out effectively.				
Responsible for development, enhancement, and maintenance of the USC Credit Union brand, including adherence to university licensing requirements. Ensures all member communications are member-centric and within brand guidelines. Collaborates with various spokespersons (e.g., ex-athletes, current and former students, community leaders) to amplify brand messaging and engagement. Manages sponsorships and licensing agreements with universities, athletic departments, alumni associations, and other organizations to enhance brand visibility and engagement.				
Develops and manages annual marketing and business development budget to allocate resources effectively and achieve strategic objectives. Monitors all marketing campaigns to ensure efficacy; adjusts strategies as needed. Utilizes data and analytics to develop, measure, and evaluate marketing strategies, products, campaigns, and initiatives. Produces and presents reports as necessary.				
Carries out market research and leads product development efforts, including pricing and positioning strategies, to meet evolving needs of members. Assists with development of community education/outreach events to engage existing				

## JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
and potential members. Leads digital marketing efforts, utilizing innovative marketing tools and techniques to reach target audiences effectively. Oversees the development and maintenance of the credit union website to ensure optimal user experience and alignment with marketing objectives. Implements traditional media marketing strategies (e.g., radio, billboard, TV, and print advertisements) to reach diverse audiences. Develops strategies for marketing to youth, students, alumni, as well as low-to-moderate-income (LMI) and underserved members/communities of color.				
Implements strategies to enhance member satisfaction and address grievances effectively. Champions a member-centric approach across all touch points and drive continuous improvement in service delivery. Leads efforts to engage employees and promote the credit union's mission internally and externally. Cultivates strong relationships with sponsor groups and community partners to enhance visibility and deepen impact in local community. Promotes an environment that fosters inclusive relationships and creates unbiased opportunities for contributions through ideas, words and actions that uphold principles of the USC Code of Ethics.				

## Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	In the event of an emergency, the employee holding this position is required to "report to duty" in accordance with the university's Emergency Operations Plan and/or the employee's department's emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC's policy at: <a href="https://policy.usc.edu/mandated-reporters/">https://policy.usc.edu/mandated-reporters/</a>
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC's policy at: <a href="https://dps.usc.edu/alerts/clery/">https://dps.usc.edu/alerts/clery/</a>			

## ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

\_\_\_\_\_  
Print Employee Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Manager Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.