GEORGIA power
FEDERAL CREDIT UNION
Where members come first!

Sales and Product Marketing Specialist

Georgia Power Federal Credit Union is seeking an outgoing individual to fill the position of Sales and Product Marketing Specialist in our North Atlanta Office. Reporting to the CEO, this individual will work hands-on to cultivate, lead, and solicit new business as well as develop and create diverse and innovative marketing strategies to support the credit unions goals and objectives.

Primary Duties

- Create and promote the ultimate member experience through the use of various mediums including our virtual branch, e-mail distributions, social media, website content, networking initiatives and product development.
- Creation of print and digital collateral, over-see third party vendors as applicable.
- Promote the credit union's products and services to existing and potential members.
- Maintain up-to-date knowledge of credit union services, programs, and policies.
- Create, implement and measure a marketing plan that supports the strategic plan.
- Prospect and network within the field of membership to develop new, long-term/mutually beneficial relationships.
- Increase market presence through consistent/effective branding.
- Participate in select events which may be outside normal business hours and/or on weekends.

Skill Requirements

- 2-5 years related experience required, financial services/ banking experience a plus.
- Strong sales, solicitation, presentation, interpersonal and organizational skills are required.
- College degree in business, marketing, or communication is desired.
- Experience with website maintenance and CMS
- Proficient in Microsoft Office products including Power Point, Adobe Creative Suite, Google Analytics and best practice SEO and SEM techniques.

Along with a competitive benefits package, this position enjoys the freedom of working from a combination of home and office. For consideration, please submit resume and salary requirements to Human Resources hr@gpfcu.org. For company information, visit www.georgiapowerfcu.org.