



Marketing Coordinator – Ancaster (Full-Time Contract)

We invest in people.

Be part of a banking experience as unique as you are.

Tandia Financial Credit Union (Tandia) is seeking a dedicated professional to join our Marketing team on a contract basis as a Marketing Coordinator, based in our office in Ancaster. This position will be full-time, requiring 35.5 hours a week.

Are you passionate about the field of marketing and communications? Do you thrive in a role where each day is different? Are you highly organized and detail-oriented? Then this job could be for you!

Your Work at a Glance

Our Marketing Coordinator is a critical member of our Marketing Department, performing a hands-on role that directly impacts the success of our branches, supports the team's Marketing initiatives, and ultimately, aids in achieving Tandia's annual growth targets.

In this role, you'll be working independently, while also part of the larger team, and interacting regularly with our branches and multiple departments within Tandia, so your superior communication skills and relationship-building abilities will be put to good use in this role.

Key Responsibilities in this position:

- Assumes a junior writing role for corporate communications – annual report, press releases, newsletters, external letters, internal notices to staff and more
- Coordinates design and art direction for various creative pieces as required
- Conducts market research and competitive analysis including weekly rate review, competitor mystery shopping, service charge surveys and more
- Provides business development support including preparation of materials and completes follow up communications
- Responsible for administration and monitoring of the Member Referral Program
- Updating of corporate telephone script and “on hold” messages
- Tracks and reports results of regularly scheduled marketing campaigns as assigned
- Responsible for media trafficking as required
- Coordinates in-branch deployment of campaign elements, materials, mobile signs, ATM displays and more
- Coordinates, maintains and updates various regular marketing communication vehicles such as the internet and intranet websites, statement and receipt messages, rate bulletins, LCD screen, mobile signs and more
- Monitors and maintains branch/brand image standards including periodic branch image audits
- Assists with credit card acquisition campaigns and materials
- Coordinates the Annual General Meeting invitation, mailing and package contents and door prizes, gifts, displays and audio-visual needs
- Coordinates and/or attends special events as assigned, such as seminars, grand openings and more
- Coordinates post-secondary scholarship communications, applications, evaluations and award process
- Maintains marketing budget administration records and reporting and processing of invoices for payment
- Orders, distributes and maintains adequate inventory of marketing materials including brochures and New Member Kits

We are looking for someone who:

- Has completed a degree / diploma in the field of Business/Commerce, Marketing or other similar specialty, or has equivalent work experience
- Has a minimum of 1 year experience in an administrative or corporate communications role ideally within a financial

institution

- Has experience with writing for business-related purposes and creating written content for a professional organization such as newsletters, press releases, memos/notices or website articles; also has a strong command of English grammar and proofreading abilities
- Is highly skilled in Microsoft Excel and advanced functions in creating and manipulating reports and formulas, and is proficient in all other Microsoft office applications such as Word and Outlook and is familiar with Windows
- Has the ability to work accurately with a high degree of attention to detail while performing under pressure and working toward meeting established objectives within set timeframes
- Has excellent verbal communication and interpersonal skills and is able to interact with internal and external clients/customers at all levels through multiple means of communication - by phone, email, web-based meetings and in person
- Has the ability to develop and maintain strong relationships across the organization
- Is a team player, always willing to jump in and help other team members
- Is able to work on a full-time basis - 35.5 hours each week, with occasional travel to Tandia's branch locations as required
- Is aligned with Tandia's vision and values and demonstrates a desire to be a contributing member of our team, support a positive work environment that promotes service and commitment to the credit union, quality, innovation, integrity, and respect

****The duration of this contract is expected to be 12 to 18 months in length****

As Unique as You

We believe that financial institutions should be more accountable to the people they serve; we believe that there's more than one way to measure success; and we believe that our profits should have a positive financial, social and environmental impact on the communities in which we live and work. Actions speak louder than words and we work hard to demonstrate our commitment each and every day.

At Tandia, we recognize that our staff and members are unique - and that matters to us.

As a credit union, living the co-operative principles is a part of our long and rich history.

We invest in our members and our communities with an extensive community investment program devoted to supporting the organizations, events, and volunteers that make our communities stronger.

If you are interested in the position and meet the requirements, please forward you cover letter and resume to careers@tandia.com, quoting the position title in the subject line.

Tandia is committed to meeting the accessibility needs of persons with disabilities in a timely manner, consistent with the principles of dignity, independence, equal opportunity and integration. Tandia is strongly committed to employment equity within its community and to recruiting a diverse workforce. Accommodation for applicants with disabilities will be provided upon request by contacting careers@tandia.com or by calling our Member Solutions Centre at 1-800-598-2891 x 0.

Tandia is committed to meeting the accessibility needs of persons with disabilities in a timely manner, consistent with the principles of dignity, independence, equal opportunity and integration. Tandia is strongly committed to employment equity within its community and to recruiting a diverse workforce. Accommodation for applicants with disabilities will be provided upon request by contacting careers@tandia.com or by calling our Member Solutions Centre at 1-800-598-2891 x 0.