Job Opening: Marketing and Outreach Specialist

Reports to: Director of Communications and Community Engagement
Employment Status: Full-Time, Exempt
Salary: $58,800

Lower East Side People’s Federal Credit Union (LESPFCU) is a non-profit financial cooperative organized in 1986 that promotes economic justice and opportunity in NYC neighborhoods. Owned by its members and dedicated to providing high-quality financial services and community development investments in low income, immigrant and other underserved communities. LESPFCU is close to $90 million in assets and has three physical branches in Lower East Side, East Harlem and Staten Island’s North Shore, and a mobile branch intended to visit and serve more communities in NYC.

JOB SUMMARY:
The Marketing and Outreach Specialist will be responsible for the distribution of marketing, communication and promotional material online and print; the implementation of marketing campaigns, the crafting and delivery of a consistent social media plan; and the execution of outreach projects and events. This is a full-time position under the supervision of the Director of Communications and Community Engagement.

EXPERIENCE & QUALIFICATIONS:
• Bachelor Degree preferred
• 2+ years related work experience
• Able to work with Photoshop, Illustrator, etc. with strong design sense
• High comfort level and ability with website management and online platforms
• Strong writing /editing skills with attention to detail
• Highly organized and able to work independently to meet deadlines
• Able to work some evenings and weekends for outreach presentations or events
• Driver License preferred
• Bilingual Spanish preferred

ESSENTIAL FUNCTIONS:
• Maintain the front-end of the website, social media platforms, e-blast and e-newsletter to ensure timely and accurate content is uploaded and scheduled.
• Design, draft and update content for social media, website, online platforms and printing communication, and ensure brand guidelines are met.
• Analyze and report in the performance and efficiency of campaigns
• Customize marketing and promotional material for targeted audiences.
• Engage in membership recruitment and outreach via virtual and in-person meetings.
• Support with proper data entry, surveys, program evaluation and marketing research as needed
• Support with planning and implementation of events and special projects.
• Additional duties as requested.
BENEFITS:
LESPFCU offers an excellent benefits package; Health, Dental; Life, LTD and STD Insurance and 401K.

Please send resume and brief cover letter to: hr@lespfcu.org. We regret that we will be unable to respond to each applicant. We will only contact candidates being considered for interviews. No phone calls please. Applications will be accepted until the position is filled.