



MONTANA'S CREDIT UNIONS

Educate. Advocate. Collaborate.

POSITION:	Communications Manager
COMPANY:	Montana's Credit Unions
IMMEDIATE SUPERVISOR:	SVP, Chief Advocacy Officer
DATE REVISED:	May 2022
APPROVED:	May 2022

POSITION SUMMARY:

The Communications Manager is responsible for performing external and internal communications functions for Montana's Credit Unions (MCU) ensuring credit unions are reflected positively and promoted actively.

ORGANIZATION:

Position to which supervisor reports:	President/Chief Executive Officer
Immediate supervisor:	SVP, Chief Advocacy Officer
Other positions reporting to same supervisor	Administrative Manager Membership Data Manager Program Manager

DIMENSIONS:

Category of employment:	Exempt
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POSITION FUNCTIONS:

The Communications Manager supports MCU's overall public relations strategy, which encompasses corporate communications, community relations, and media relations. The Communications Manager will be responsible for the creation of content and integration of multiple marketing mediums to tell our brand story and support building awareness. The position effectively utilizes a variety of social, digital, and video to engage consumers and promote Montana CU activities; is responsible for maintaining various pages on the website; and provides tracking and measurement of communication activities. The position continually seeks ways to promote credit unions to garner greater consumer awareness of their mission and benefits.

The Communications Manager will have experience in writing and distributing press releases, media pitches and letters to the editor, and maintains regular contact with credit unions to identify stories of

interest to the media. This position monitors media coverage, both in print and electronic sources, seeking appropriate avenues for comment.

Other Responsibilities

- Frequently edits the work of staff, applying consistency and standards
- Create and manage effective social media ads and campaigns that are compelling and engaging
- Attends MCU events, chapter meetings, conferences, etc
- Represent MCU at credit union marketing and business development functions.
- Provides support for written, digital, and social media communication to all Montana credit unions
- Other duties as assigned

Requirements

Requirements for this position include a wide variety of qualifications and skills, encompassing but not limited to the following:

- Minimum 3 years of experience in marketing, communications, public relations or related field.
- Demonstrate experience and knowledge of layout and design software programs (ex. InDesign, Photoshop, Illustrator, or Canva); Microsoft Office Suite; Video editing software such as Adobe Premiere Pro, iMovie, etc; and ability to perform basic web design and content management using Wordpress.
- Familiarity and experience with Online Email and/or social media scheduling tools.
- Proven organizational skills, the ability to manage multiple priorities, meet deadlines, and work independently; persistent and follow through consistently; project management.
- Excellent written and oral communication and interpersonal skills, strong knowledge of layout and AP Style, comfort with editing others' work, and the ability to apply consistency and standards across the Montana's Credit Unions entities.
- Bachelor's degree in communications, journalism, public relations, or related field; or the equivalent combination of skills and experience.
- Interpersonal skills and abilities include: Ability to work well with all types of personalities and interact effectively with staff, providing guidance and information; and comfortable working independently and cooperatively with others.
- The ability to motivate or influence others is a material part of the job, requiring a significant level of diplomacy and trust. Ability to obtain cooperation, internally and externally, is an important part of the job.
- Minimum physical requirements include: Sitting for extended periods of time; telephone interaction; extensive reading; some travel away from the office, in automobiles and commercial airlines; and the ability to use computer systems (repetitive motion).