

## POSITION DESCRIPTION

### CCCU MISSION STATEMENT

**Our mission is to partner with members and ministries to help them become better stewards and achieve their financial goals.**

### VISION STATEMENT

**Making a positive difference.**

<b>CLASSIFICATION:</b>	<b>WEB/GRAPHIC DESIGNER</b>
<b>FLSA STATUS:</b>	<b>NON-EXEMPT</b>
<b>REPORTS TO:</b>	<b>CREATIVE DIRECTOR VICE PRESIDENT, MARKETING AND COMMUNICATIONS</b>
<b>DEPARTMENT:</b>	<b>MARKETING</b>
<b>LOCATION:</b>	<b>REMOTE</b>
<b>HOURS:</b>	<b>MONDAY - FRIDAY, 8:00am to 6:00pm (Flexible 40 hours per week) Management reserves the right to modify the work schedule as necessary.</b>

#### **GENERAL RESPONSIBILITIES:**

The primary responsibility of this position is to assist Christian Community Credit Union to live out its Mission and Vision daily, in every member and/or staff interaction. This position is responsible for providing outstanding service in every service interaction. A key element of this outstanding service is to identify the needs of our members and recommend an appropriate solution that will help them become better stewards and achieve their financial goals.

The Web/Graphic Designer supports the Marketing Department's operations including graphic design for marketing campaigns/promotions, website (internal and external), print and banner ads, collaterals, video production, and special marketing projects. Also develops and utilizes data reports and analysis to support the Credit Union's goals of offering quality and efficient financial products and services.

#### **PRINCIPAL ACCOUNTABILITIES:**

- Assist in the development, production, and implementation of marketing campaigns
- Create promotional collaterals (print & online) including newsletters, eblasts, point-of-sale materials, advertising, brochures, banners, e-marketing, onboarding, social media, direct mail pieces, forms, and presentations, considering the Credit Union's brand, image, and graphic standard
- Creation of Credit Union videos from concept, scripting to editing, and final production. Includes serving as a liaison with external video production freelancers to assist in creative feedback and direction.
- Update the Credit Union's website (internal & external) as a sales and delivery channel; design, create, maintain, and update content of the website, and support all marketing programs online
- Provide specifications to web developers and other vendors to establish the overall look and feel of the website
- Utilize knowledge of internet services, search engine optimization, and other resources to ensure information regarding the website is up to date and accurate
- Support and collaborate with the Creative Director in the development and evaluation of strategic digital marketing plans to optimize interactive approach and user experience

- Support the Creative Director in maintaining the advertising calendar; ensure timely delivery of advertising deliverables
- Provide regular and quality audits on all areas of the website
- Assist in maintaining the company logo branding guidelines
- Support the Marketing Department with social media and digital marketing efforts
- Perform copywriting as needed
- Handle photography and videography including photo and video editing
- Deliver outstanding service that meets the expectations of our Service Promises:
  - Honor God in how we serve you.
  - Exceed your expectations.
  - Appreciate our partnership.
  - Recognize your needs and recommend the best possible solution.
  - Treat your requests in a timely and confidential manner.
- Demonstrate enthusiastic support of corporate mission, core values and long-term objectives
- Comply with all regulatory requirements for financial institutions, including but not limited to Bank Secrecy Act, Anti-Money Laundering, USA Patriot Act, OFAC & Fair Lending Regulations
- Perform other related duties as assigned

**REQUIREMENTS:**

Bachelor's degree in Graphic Design, Marketing, Communications, or a related field required

Minimum one year of graphic design and marketing experience required

Proficient in Adobe Photoshop, InDesign, Illustrator, Premiere, and Acrobat required

Strong knowledge of Microsoft Word, Excel, and PowerPoint programs required

Strong copywriting and editing skills including proper grammar and punctuation required

Knowledge of other multimedia applications preferred

Knowledge of HTML a plus

Ability to handle multiple projects and work in a fast-paced, deadline-driven environment

Ability to operate general office equipment such as a personal computer, scanner, copier, calculator or other similar machines

Good organizational skills

Accurate typing of 40 wpm

Ability to exercise confidentiality

Regular attendance and punctuality

Ability to work as part of a team

Professional appearance

Ability to lift 25 lbs.

English literacy

**This job description is to be used as an employee guideline. Management reserves the right to amend this job description if necessary.**

Classification Specification for:  
**Web/Graphic Designer**

**Physical Requirements** - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the essential functions of this job, the employee:	Occasionally (up to 3 hours per work day)	Frequently (3 - 6 hours per work day)	Regularly (more than 6 hours per work day)
Sits			X
Stands	X		
Walks	X		
Bends neck or waist	X		
Twists neck or waist	X		
Stoops or kneels	X		
Uses hands to finger, handle or grasp			X
Repetitively uses fingers			X
Reaches, pulls or pushes below shoulder level	X		
Reaches, pulls or pushes above shoulder level	X		
Lifts and carries	Up to 25 lbs.		
Talks	X		
Hears	X		
Sees			X
Drives a vehicle	N/A		

**Work Environment** - The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Working Condition:	Description:
Mobility	Minimal
Noise Level	Minimal
Hazardous	Minimal

**Acknowledgment**

I certify that I received a copy of this Classification Specification and I have read and understand what is required of me to meet the performance standards of the job.

<b>Signature:</b>	<b>Date:</b>
<b>Name (Printed or Typed):</b>	