

May 9, 2018

**NORTHLAND AREA FEDERAL CREDIT UNION is seeking applicants for a summer intern position in the Marketing Department. This position will work mainly at the Oscoda office, however, travel to Alpena and other branch locations will be required for marketing campaigns, community events, etc. A company vehicle may be provided for such travel. Driver's license is required.**

**The intern will work in conjunction with Marketing Lead to plan, direct, and coordinate the marketing of the organization's products and/or services. Assists at various community events and performs a variety of administrative and clerical duties. The ideal candidate will be working toward a business or marketing degree and be enthusiastic and innovative in nature.**

**For more information and to apply log into [www.northlandcu.com/career](http://www.northlandcu.com/career) or contact Human Resources 989-739-1401 extension 4800.**

**JOB DESCRIPTION:**

<b>Job Title:</b> Marketing Intern	
<b>Department:</b> Marketing	<b>Pay Grade:</b> State of Michigan Minimum Wage
<b>Reports To:</b> Marketing Director (or Marketing Lead, as assigned)	<b>FLSA Status:</b> Non-Exempt
<b>Supervises:</b> None	<b>Approval / Revision Date:</b> 05/09/2018

**Essential Functions and Responsibilities:**

1. Deliver service to both internal and external members that are in alignment with the credit union's Service Promises
  - I promise to serve you happily, with energy and competence
  - I promise to be knowledgeable and accurate
  - I promise to treat you with the respect worthy of an owner
  - I promise to provide focused attention to your needs
  - I promise to take ownership of your request
  - I promise to be trustworthy in every interaction
  - I promise to safeguard the security of your financial information
  - I promise to express my appreciation for allowing me to serve you
  - I promise to provide solutions that will improve your financial life
2. Meets all established service goals as measured by the Internal Service Survey
3. Assist with planning, coordinating, and executing marketing campaigns.
4. Assist with planning and coordinating annual and special events or seminars.
5. Provide administrative assistance to the Marketing Manager and Marketing Department staff, utilizing a range of computer software applications to include Word, Excel, PowerPoint, Adobe, and other graphics software.
6. Maintain up-to-date and complete paper and electronic files for the department.
7. Prepare routine to complex correspondence on a variety of subject matters relating to marketing business. Ensure accuracy of work.
8. Edit marketing collateral and other marketing materials. Proof work of others for accuracy and completeness.
9. Assist in scheduling and/or arranging appointments and meetings. Maintain the department's calendar of events and schedules.
10. Answer the department's telephone, disseminate information or resolve questions, and/or route calls to appropriate individual. Take messages and coordinate follow through.
11. Maintain inventory of marketing supplies and brochures. Determine when to reorder and place orders to replenish inventories.

12. Participates in special assignments and performs other related duties as assigned

**Success Factors / Job Competencies:**

The successful candidate will have knowledge of computer software applications, such as Microsoft Office products and Adobe Photoshop, Indesign, Illustrator. A high level of social media management will also be preferred. This includes but is not limited to managing Twitter, Facebook, Youtube and Instagram. Knowledge of website content management system would also be preferred. Must be creative in nature with a high level of interpersonal skills. Excellent verbal and written communication skills are required. The successful candidate will have demonstrated use of good judgment and innovative thinking. Requires flexibility in work schedule to meet the needs of marketing projects, trade shows, community events, etc. Must be able to work extended hours and/or weekends, as needed.

**Physical Demands and Work Environment:**

Typical indoor office environment; with occasional outside work and driving required for projects, events, etc. Must be able to continuously remain stationary in a sitting position and occasionally stand and move about or traverse inside the office to access cabinets, files, office machines, etc. Requires occasional bending and lifting and/or carrying of up to 25 pounds. Requires continuous communication to others and exchanging of information and repetitive use of hand/fingers, such as keyboard typing and use of office equipment. Must be able to frequently think analytically and handle stress and emotions. Requires continuous use of written communication, as well as, concentrating on tasks and remembering names and/or details. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**The above statements are not intended to be construed as an exhaustive list of all responsibilities, duties or skills required of staff assigned to this position. I have read and understand the contents of this job description.**