



Position:	Marketing Lead
Status:	Full-time
Location:	Winnipeg Branch
Posting Closes:	Until Filled
Salary Grade:	\$52,000 - \$62,400

Me-Dian Credit Union is the first Indigenous full-service financial institution to be founded in Canada. Our mission is to provide Financial Services for First Nations, Métis, and Inuit Peoples. We are responsive to the needs of members, no matter where they live or how they choose to access our services. If you are interested in becoming a part of a dynamic and diverse team working in a fast-paced and rewarding career, please consider applying for this opportunity!

A day in the life as a Marketing Lead:

Reporting to the CEO, the Marketing Lead's goal is to connect with target audiences, increase market share and drive community involvement. Marketing Lead involves developing and executing strategies to promote MCU's products and services by conducting market research, creating campaigns, and building brand awareness. Key duties include analyzing data, managing budgets, creating content, and collaborating with other departments.

Duties and Responsibilities:

- **Strategy and Planning:** Develop marketing plans, identify target markets, and manage marketing budget
- **Market Research:** Conduct market research to understand our members' needs and to identify market trends and potential new opportunities. i.e., surveys, online reviews, social media, website analytics, direct traffic.
- **Content Creation:** Ad creation for content marketing, email marketing, social media marketing and online advertising.
- **Campaign Management:** Plan, execute, and oversee marketing and advertising campaigns across various media outlets.
- **Data Analysis:** Track the performance of campaigns, analyze data and reports, and evaluate effectiveness to make improvements.
- **Collaborate** with internal departments, public relations, and other departments to ensure effective campaigns and consistent messaging.
- **Suggest** new procedures and policies for improving membership experience as well as the efficiency of Marketing department.
- **Natural flexibility** in handling day-to-day routines as well as surprises, including administrative support as needed including scheduling/booking appointments, meetings, and events. Ensure organizational efficiency by cultivating relationships with internal/external vendors.

Phone: (204) 943-9111
Fax: (204) 942-3698
Email: LeadershipTeam@mediancu.mb.ca

303 Selkirk Avenue
Winnipeg, Manitoba
R2W 2L8

"Remembering the Past – Creating our Future"

What are we looking for:

- Analytical mindset. Creativity. Strategic thinking.
- Grade 12 diploma with 5 years of relevant work experience
- Maintain the confidentiality of sensitive and private information
- Aptitude for content creation and marketing strategies
- Strong time-management and people skills, high degree of flexibility, and excellent multitasking ability
- Proficiency in software tools including MS Office, and internet applications.
- Excellent verbal and written communication skills to liaise with members, employees, and cross functional teams.
- Strong Commitment to teamwork with the ability to work collaboratively in a team-based organization.
- Community focused, whether our own community or other communities.
- Effective organizational and time management skills.
- Ability to work under minimal supervision, within a highly regulated environment.
- Ability to establish and maintain cooperative working relationships with and between individuals from diverse cultures and backgrounds.

If you are interested:

Please email your resume and cover letter to LeadershipTeam@mediancu.mb.ca . We would like to thank all candidates interested, however only those selected for further considerations will be contacted for interviews.

We encourage First Nations, Métis, or Inuit to apply as Me-Dian Credit Union is dedicated to employing a diverse team to meet our member's needs!

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