

Family First of NY FCU

Creative Specialist

REPORTING RELATIONSHIPS

POSITION REPORTS TO: **Marketing Manager**

POSITIONS SUPERVISED: **N/A**

SALARY INFORMATION

SALARY RANGE: **\$26.81 - \$27.88 per hour**

POSITION PURPOSE

Responsible for developing and executing creative visual and written content to support credit union marketing, branding, and digital initiatives. Produces high-quality graphics, videos, written copy, print design, and digital assets across multiple platforms to enhance brand presence, engage audiences, and support advocacy and sales efforts. Collaborates with Marketing, and other internal teams to ensure consistent branding, effective campaign execution, and timely project delivery.

ESSENTIAL FUNCTIONS AND BASIC DUTIES

- 1. Assumes responsibility for the effective performance of creative content development duties.**
 - a. Designs and produces graphics, videos, infographics, photography, and other creative assets for web, social media, email, and print.
 - b. Publish content to CU social media platforms on a consistent basis that aligns with the Marketing campaign schedule
 - c. Develops visual assets to support marketing campaigns, promotions, and brand initiatives.
 - d. Assists with written content creation including marketing copy, emails, blog content, and other digital messaging as needed.
 - e. Improves and maintains website layouts, media, and digital content to enhance usability, engagement, and visual impact.
 - f. Attends credit union events and travels as needed to other branches to collect content and assist with other related marketing initiatives.
 - g. Ensures all creative materials align with credit union brand guidelines, messaging, and visual standards.
 - h. Utilizes Adobe Creative Suite and other design tools to execute creative projects efficiently and professionally.
 - i. Manages and organizes digital assets to ensure accessibility and proper usage across teams.
 - j. Supports the Marketing team and other departments with creative expertise on special projects and initiatives.

2. Assumes responsibility for establishing and maintaining effective working relationships and collaboration.

- a. Works closely with Marketing and other departments to align creative output with brand strategy and business objectives.
- b. Participates in the planning and development of creative concepts for marketing campaigns and initiatives.
- c. Collaborates with Marketing team to ensure creative projects are completed accurately, on time, and within scope.
- d. Communicates project status, timelines, and potential issues to management as appropriate.
- e. Attends and participates in meetings as required.

3. Assumes responsibility for project coordination and execution.

- a. Assists in planning, prioritizing, and managing multiple creative projects simultaneously.
- b. Ensures deadlines are met while maintaining high-quality standards.
- c. Maintains organized project files and documentation.
- d. Adapts to shifting priorities and evolving marketing needs.

4. Assumes responsibility for related duties as required or assigned.

- a. Completes special projects as assigned.
- b. Ensures work area is clean, secure, and well organized.

PERFORMANCE MEASUREMENTS

- Creative assets are completed professionally, accurately, and on schedule.
- Designs and content support strategic marketing objectives and strengthen brand recognition.
- Digital and print materials demonstrate consistency with brand standards.
- Marketing and internal teams are effectively supported with creative solutions.
- Strong working relationships exist with Company personnel.
- Management is appropriately informed of project progress and challenges.

QUALIFICATIONS

EDUCATION/CERTIFICATION: Bachelor's degree in graphic design, marketing, art, or a related field/equivalent professional experience.

REQUIRED KNOWLEDGE: Proficiency in Adobe Creative Suite (Photoshop or Lightroom, Illustrator, InDesign). Strong understanding of graphic design principles, layout, typography, and color theory. Knowledge of digital media platforms, social media content, and web-based design. Familiarity with digital asset management and content workflows.

EXPERIENCE REQUIRED: 2-3 years of creative, digital content or graphic design experience.

SKILLS/ABILITIES:	Strong visual and written communication skills. Creative, detail-oriented, and highly organized. Ability to manage multiple projects and meet deadlines. Strong collaboration and teamwork skills. Ability to work independently and adapt to changing priorities. Able to meet deadlines. Ability to analyze digital insights.
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PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION

FINGER DEXTERITY:	Using primarily just the fingers to make small movements such as typing, picking up small objects, or pinching fingers together.
TALKING:	Especially where one must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.
AVERAGE HEARING:	Able to hear average or normal conversations and receive ordinary information.
REPETITIVE MOTIONS:	Movements frequently and regularly required using the wrists, hands, and/or fingers.
AVERAGE VISUAL ABILITIES:	Average, ordinary, visual acuity necessary to prepare or inspect documents or products or operate machinery.
PHYSICAL STRENGTH:	Sedentary work; sitting most of the time. Exerts up to 10 lbs of force occasionally. <i>(Most office jobs)</i>

WORKING CONDITIONS

NONE:	No hazardous or significantly unpleasant conditions. (Such as in a <u>typical</u> office.)
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MENTAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION

REASONING ABILITY:	Ability to solve practical problems and deal with a variety of variables in situations where there may only be limited standardization. Able to interpret a variety of instructions in both written and oral form.
MATHEMATICS ABILITY:	Ability to perform very basic math skills including adding, subtracting, multiplying, and dividing two-digit numbers; to perform the four basic arithmetic operations with money; to perform operations with units such as inch, foot, and yard; ounce and pound (or their metric counterparts).
LANGUAGE ABILITY:	Professional tone with members and coworkers. Ability to prepare memos, reports, email, and all correspondence using proper punctuation, spelling and grammar. Ability to communicate distinctly with appropriate pauses and emphasis; correct pronunciation, or sign equivalent) and variation in word; using present, perfect and future tenses.

Candidates considered for hire are subject to credit and background checks.

Family First FCU is committed to equal employment opportunity. We recruit, employ, train, compensate, and promote without regard to race, religion, color, national origin, age, sex, disability, protected veteran status, or any other basis protected by applicable federal, state, or local law. Family First is also committed to providing reasonable accommodations to employees and applicants with disabilities to the full extent required by the Americans with Disabilities Act (ADA).