



Advancing Leadership Institute

**Vice President, Marketing & Business Development**

**Alliance CU**

**\$360M**

**San Jose, CA**

Alliance Credit Union is completing their executive team with the placement of a Vice President of Marketing & Business Development, a direct report to the CEO. In addition to Advertising, Product/Services Development, and Website management this individual will strategically assess and capitalize on the credit union's current and potential membership in two different geographic areas. This proactive VP will bring forth well-defined new ideas and strategies targeting member segments. With strength in utilizing the MCIF system's full potential, financial analysis of balance sheets, ratios and pricing, this VP will be a significant contributor to the organizational goal of becoming members' preferred lender.

The successful candidate will also champion the Sales/Inventive programs throughout the branches in the San Jose, CA and Wilmington, NC markets. This role includes the strategic penetration and expansion of the Business Development program, working with and acquiring new Community Business Partners (SEGs), Community Outreach, Public Relations, and managing marketing's vendors.

Alliance is committed to shaping the business model around the membership's needs which includes significant advancements in the membership experience technologically. The successful candidate will promote enhanced product-based marketing through the website, Search Engine Marketing (SEM), concentrated direct mail and product promotions.

**Requirements to be considered for this opportunity:**

- Demonstrated expertise as a seasoned Marketing Executive
- At least five years leadership experience within a financial institution in a marketing capacity
- Significant understanding and hands on expertise with a MCIF system
- Excellent writing and communication skills
- References identifying your collaboration on a senior leadership team
- Bachelor's Degree in Marketing or Business; Master's preferred

To learn more about this role please send your resume to Peter Myers ([pmyers@ddjmyers.com](mailto:pmyers@ddjmyers.com)).