

ASSISTANT VICE PRESIDENT OF MARKETING
USAlliance Federal Credit Union
\$914M Assets
Woburn, MA



USAlliance Federal Credit Union (FCU) is looking for a strategic and operationally committed Assistant Vice President of Marketing to create an in-house marketing and branding function, catapulting the credit union's service delivery ahead of the competition. This next-generation leader will demonstrate entrepreneurialism, technical expertise, career ambitions and, most importantly, teamwork as a member of a fast-paced senior team.

USAlliance FCU is known for achieving aggressive organic growth, engaging in strategic merger partnerships and the development and implementation of innovative technologies. The AVP is known for being an entrepreneur and holding a high standard for teamwork throughout the organization. The AVP Marketing role is also responsible for leading the strategic marketing plan development and implementation, industry trend research, identifying social media outlets and interpreting customer surveys in order to match members' needs with advanced tools, products and services.

This position will align the Credit Union's financial incentives with the growth of the business and will be heavily involved with growing non-traditional member benefits and services such as investment services and wealth management, courtesy pay, insurance, brokerage and real estate products and car buying and auto services. Candidates must have over five years of experience working in credit unions or banks and managerial knowledge of marketing at an innovative and strategic level.

ABOUT USALLIANCE FEDERAL CREDIT UNION

USAlliance believes in harnessing the power of technology to add value to member experience and has deliberately evolved by making a concerted effort to move the Credit Union forward, putting them on track to become one of the leading institutions in the industry. Today, USAlliance has over 75,000 world-wide members, assets in excess of \$918 million and a network of branches covering New York, Boston, New Jersey and Connecticut.

To submit your confidential resume and learn more about the position represented by DDJ Myers, Ltd., email your resume to USAlliance@ddjmyers.com.