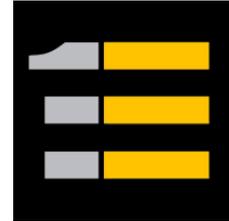


Vice President of Marketing
First Entertainment Credit Union
\$1.3B Assets
Hollywood, CA



Entertainment Credit Union is recruiting for a Vice President of Marketing to join the executive team in a critically important role. Reporting to the CEO, you will be responsible for crafting and implementing the strategic message brand for the organization and telling the story of the credit union so there is success in beneficial outcomes for the member and the credit union. You will develop, measure, qualify, and quantify business development opportunities in support of the brand you craft with the CEO.

Eligible candidates require a theoretical basis in branding, strategic thinking, visioning, and critical analysis competencies as well as strong production and implementation expertise. Service industry knowledge is highly preferred, such as hotels, healthcare, and retail financial organizations. Experience in the entertainment industry is a plus. You will need demonstrated expertise and experience with programs for branding, market penetration studies, and production implementation and monitoring. Proficiency in developing market and brand programs for member/customer segmentation, analytics, and development must be relevant.

The Marketing Executive needs five to seven years of mid-level or higher experience, sitting at the executive table, developing people, observable strategic and successful outcomes, and brand ambassadorship attributes. On ongoing learning mentality, community involvement, networking, excellent communication skills both in writing and presenting are important. In addition to a college degree, the executive should demonstrate strong self-starting, futuristic thinking, interpersonal skills, and resiliency to continually strive for goals.

ABOUT DDJ MYERS, LTD.

DDJ Myers, this organization's executive search consultant, has expertise in supporting the sustainable practices of leadership teams in high-performing organizations through succession planning, leadership development programs, executive coaching, board governance and renewal, and executive search. Please learn more about us at www.ddjmyers.com.

To learn more about the position, please contact DDJ Myers, Ltd. by emailing your inquiry to marketingexecutive@ddjmyers.com or dialing (800) 574-8877 ext. 101.