

CHIEF MARKETING OFFICER**Pacific Marine Credit Union**

\$756M Assets

San Diego, CA

Join Pacific Marine Credit Union's high-performing executive team as its new chief marketing officer. Last year, the board of directors hired a charismatic and visionary CEO who wants to round out the team with a highly-qualified marketing executive responsible for crafting and implementing the credit union's new brand. As the marketing professional, you will need to demonstrate:

- Expertise in crafting a strategy from a vision
- The science and art of strategic planning
- How to attract the diverse targeted membership demographic
- An embodied belief in serving the community through philanthropy
- Application of virtual member service through technology
- Member retention strategies and initiatives
- Brand theory as it applies to the organization culture
- Development of human capital
- Analytical skills of market and membership data
- Proven execution and accountability practices
- Business development acumen and action
- Budget creation and implementation

Through interviews, a case study, and assessments, the selected candidate will demonstrate:

- Creativity/innovation
- Project management
- Customer focus
- Goal orientation
- Leadership
- Personal accountability
- Interpersonal skills

The ideal candidate's resume will include seven to ten years' progressive experience at the senior management level; a business or communication degree, preferably a master's; and analytics, brand, and business development in the fintech, bank, or credit union industry. One hundred percent buy-in to the credit union philosophy is non-negotiable.

ABOUT PACIFIC MARINE CREDIT UNION

Pacific Marine serves the residents of San Diego, Riverside, and San Bernardino Counties and has a significantly strong presence on Camp Pendleton. The credit union is a federally insured financial institution, with \$756 million in assets serving over 80,500 members with 11 branch locations.

ABOUT DDJ MYERS, LTD.

DDJ Myers is a highly-respected resource for organizations seeking and adopting healthy and sustainable leadership practices for high performance. We support clients through evidence based succession planning, leadership development programs with highly credentialed executive and leadership coaches, best practices for board governance, development, and renewal, creative strategic planning processes, and executive search and recruitment from the branch manager through the board room. Please learn more about us at www.ddjmyers.com.

To submit your confidential resume and learn more about the position represented by DDJ Myers, Ltd., please go to <http://ddjmyers.com/positions/> or call (800) 574-8877.