

## **Part-Time Marketing Specialist Intern – Fredericksburg or King George, Virginia**

As an InFirst team member, you will embody these guiding principles in our Mission and Vision Statement in every aspect of your position.

Mission Statement - Empowering members to achieve financial success.

Vision Statement - As a trusted financial partner for all generations, we are committed to delivering a secure member-centered experience that supports you and your family in achieving your financial goals throughout all life milestones.

The Marketing Specialist develops and executes marketing initiatives that promote products, services, and member engagement. This role is responsible for creating content, managing campaigns, and ensuring branch consistency across all channels. The Marketing Specialist works collaboratively with the marketing team to increase awareness, drive growth, and strengthen member relationships.

The Marketing Specialist is responsible for all social media platforms and YouTube. They conduct market research; analyzes factors such as: pricing, distribution, and product performance. Supports the development and distribution of marketing and sales materials. Assists in the production of advertising, marketing brochures, and/or other promotional materials. Provides statistical reports and recommendations to management and assists with the development plans for marketing.

### **Education and Skills Experience**

(1) A bachelor's degree in Marketing, Communications, Business, or a related field preferred; equivalent experience considered.

(2) Achievement of formal certifications recognized in the industry as equivalent to a bachelor's degree (e.g., certifications in lieu of a degree).

Three years to five years of similar or related experience.

### **InFirst Benefits**

An attractive compensation package includes base pay, 401(k), federal holidays, financial wellness, and tuition reimbursement. Candidates considered for employment must pass a credit, background, references, and bonding check.

### **About Us**

InFirst is a member-owned cooperative providing financial solutions to our members. Originally chartered in 1935, InFirst serves more than 14,000 members nationwide and has assets of over \$190 million. InFirst has a dynamic and diverse work culture.

### **EEO Statement**

InFirst is an Equal Opportunity Employer fully dedicated to achieving a diverse team. All qualified applicants are encouraged to apply and will receive consideration for employment without regard to race, color, religion, national origin, age, sex (including pregnancy, gender identity and expression, and sexual orientation), disability status, protected veteran status, or any other characteristic protected by law.