



Island Federal Credit Union Selects D. Hilton Associates To Conduct Search for Senior Director of Marketing

The Woodlands, Texas (February, 2017) – D. Hilton Associates' Executive Recruiting Team is seeking an innovative and highly motivated Marketing Executive to join the team at Island Federal Credit Union.

As Senior Director of Marketing, the selected candidate will lead marketing operations, product management, partnerships and sponsorships, member service and member retention initiatives. This individual will develop, implement, and maintain the corporate marketing program and play an influential role in the development and execution of the marketing budget. Responsibilities will include overseeing the credit union's media and industry relations; developing a long-range marketing strategy; developing market-study data for targeted market areas to aid operation divisions or product sectors to achieve maximum market exposure; advertising; interactive programs; communications as well as market and member research. Advertising responsibilities include overseeing printed promotions and electronic promotions as well as ensuring established brand and image standards are consistent across all media. A Bachelor's degree in Marketing or a related field along with a minimum of 5-7 years of demonstrated success in effectively leading and managing marketing and advertising functions in the financial services industry is required.

About Island Federal Credit Union

Island Federal Credit Union, headquartered in Hauppauge, N.Y., is a not-for-profit, full-service financial institution, providing affordable banking products and services to Long Islanders. For over 60 years, Island Federal Credit Union has offered their members better value and service for their everyday banking, enabling them to achieve their dreams. Founded in 1955, Island has grown to be among the top performing credit unions in New York State with over \$1.1 billion in assets, serving more than 35,000 members. Island's successful track record can be attributed to consistently delivering the best rates, no hidden fees, extensive menu of loan and deposit products, and exceptional service to its members. According to a survey and awards program jointly developed by Credit Union Journal and Best Companies Group, Island Federal Credit Union has been named as one of the 'Best Credit Unions to Work For' in 2015. The survey identifies Island as one of the Top 45 credit unions that provide a high-quality workplace for employees. Island has been named as #8 of Credit Unions sized between \$500 million and \$1 billion, making Island both the largest and the highest rated Credit Union from New York on the list.

About D. Hilton Associates, Inc.

D. Hilton Associates, Inc. is one of the most recognized credit union consulting firms in the country. Our major practice areas are Executive Recruiting, Compensation Services, Retention & Retirement, Strategic Services, and Board Leadership. To date, D. Hilton has conducted over 3,000 successful searches for credit unions nationwide and has been employed by 95% of the largest credit unions in the country to fill senior executive management positions. For more information, please visit our website at www.dhilton.com

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