

AVAILABLE POSITION

MEMO Financial Services, Inc., (MEMO) a leading money services business located in Camp Hill, Pennsylvania is seeking a talented and experienced Marketing & Product Development Director. MEMO is a licensed money transmitter offering alternative financial services to over 3,000 retailers in 25 states, with significant national expansion opportunities.

Summary Job Description:

Job Title: Marketing & Product Development Director

Position Purpose:

Performance and overall management of marketing and research and development initiatives, ensuring new and existing products and services are researched, marketed and proposed to the Research and Development Committee, with an emphasis on money orders, bill payments, mobile top up, prepaid transit card, MEMOPay electronic money orders, MEMOPay housing authority rent payments and other products that are a profit contribution. Effectively establishing and managing a network of vendors and/or potential business affiliates to enhance the overall product and service offering of MEMO Financial Services, Inc., and subsidiaries (MEMO); assuring that company financial goals and objectives are accomplished.

Organization Role:

Position falls under the management and direct supervision of the President & CEO.

Job Scope:

The Marketing and Product Development Director evaluates and determines the feasibility of new and existing products and services in conjunction with the R&D Committee and plays an integral role in directing and managing the development and implementation of those products and services found to be feasible. This position is responsible for managing all business marketing initiatives and establishing marketing vendors and negotiating pricing. This position is the primary point of contact for establishing, developing and managing relationships with key vendors, merchants and business affiliates/partners to effectively launch and implement the new products and services, with a priority emphasis on MEMOPay electronic money orders, bill payments, mobile top up, prepaid transit cards and MEMOPay housing authority rent payments. A high priority of this position is to seek and secure Merchant agreements to implement and promote the MEMOPay electronic money order product. Additionally, in collaboration with the National Sales Director; develop and maintain bill payment processor and vendor relations and establish authorized vendor agreements both independently and in conjunction with the bill payment processor(s). The Director is responsible for coordinating, evaluating and presenting demographic, market trends and research initiatives in collaboration with key marketing personnel and vendors, as well as evaluating profitability, pricing strategy, budget forecasting and analysis for applicable products and services. The Director is responsible for actively selling the business products and services within the assigned territories in collaboration with the Sales team.

Essential Qualifications and Competencies:

1. Bachelor's degree in marketing, business management or a related business field required.

2. Master's degree in marketing, business management or a related business field preferred.
3. Minimum five (5) years of new product development, marketing and sales experience in a B2B and B2C environment.
4. Minimum three (3) years of supervisory/management experience.
5. Demonstrated leadership, project management, marketing techniques/methods, communication skills and in-depth analytical capability.
6. Ability to multi-task/prioritize projects and assignments, work independently, remotely and meet deadlines.
7. PC, tablet and smartphone technology literate with proficiency in various Windows based software applications and CRM sales software.
8. A valid driver's license and access to a properly registered, inspected and insured vehicle.

Physical Requirements:

Capable of sitting or standing for extended periods of time with ability to operate a motor vehicle. Travel is generally by car and/or airplane and required to successfully accomplish the job requirements. Some lifting of equipment and supplies, generally not over 50 lbs., is required.

This position reports to the President & CEO. If interested in applying, please submit a resume to: Marketing & Product Development Director Position – tbutler@memoco.com

Resume submissions will close on September 15, 2023.