



Denver Municipal Federal Credit Union

Job Description: **1040**
Director of Marketing

Date: April 1995

Reports to: President

Objective: To plan, direct and coordinate the marketing of the credit union services. To guide and assist credit union management in promoting and communicating philosophies and ideas to designated audiences.

Essential Responsibilities:

1. Formulates the on-going marketing plan to aid in accomplishing credit union goals.
2. Participates with the Board of Directors and management in the planning process to identify goals and objectives of the credit union and to review the progress of achieving goals and objectives.
3. Coordinates designated activities with the Vice President of Lending, Vice President of Member Services, Vice President of Finance and the Director of Human Resources when necessary to develop and implement on-going training manuals and programs, products, tests, sales tools and services for employee use.
4. Directs the production of all print, broadcast and computer based communications delivered to members and potential members.
5. Supervises and develops an effective and efficient staff: conducts training, performance appraisals, merit reviews and develops performance standards for marketing personnel.
6. Directs the credit union advertising program including providing staff with technical direction and guidance in creating and editing copy, coordinating artwork and printing efforts and selecting media types.
7. Studies, analyzes and reports on member attitudes and market trends through marketing research and utilizing the Marketing Profiles System.

8. Coordinates public relations activities both internally and externally to include planning promotions, open house and annual meetings. Participates in and sponsors community efforts which will contribute to the positive image of the credit union.
9. Directs staff in the coordination of purchasing and monitoring of stationery and supplies.
10. Performs other related duties, including special projects, as required or requested.

Qualifications:

Education/Experience: Bachelor of Science Degree with an emphasis in marketing/communications or the equivalent in recent and related work experience, and three (3) or more years of recent and related experience. Demonstrated thorough knowledge and experience with various PC/Macintosh word processing, desktop publishing, MCIF and spreadsheet applications, including RECALL functions for data gathering. Must be able to work flexible hours. Demonstrated experience conducting presentations before diverse groups of employees and management. Demonstrated supervisory and development experience. Demonstrated willingness to participate in technical and professional development seminars, training and education as required. Must be bondable.

Performance: Demonstrated experience performing in compliance with established human resource and departmental policies regarding: attendance (absences, tardiness, sick leave and vacation use, and other scheduled or unscheduled absences); dress code; customer/member services; safety; security, disaster and other policies procedures and practices. Demonstrated effective and diplomatic oral and written communication skills. Performance is limited to the scope of essential duties and responsibilities.

Physical/Environmental Characteristics: Essential duties are performed in a general office work environment and regularly require sitting at a work station/desk while completing paperwork or using computers, calculators, copiers, fax machines and other business office machines and equipment. Essential duties may also involve: occasional kneeling, squatting, bending, walking, crouching, stooping and lifting up to 30 pounds to stack, store supplies or various office equipment, as directed. **Compliance to security and safety procedures, including use of Personal Protective Equipment (PPE), is required.**

