



Denver Municipal Federal Credit Union

Job Description: **4000
Marketing Specialist**

Date: August 1996

Reports to: Vice President of Marketing

Objective: To provide full-performance support in the delivery of all marketing efforts. To actively lead, communicate and promote the benefits of credit union membership through cross-selling and other marketing techniques. To provide technical direction of marketing staff and credit union employees.

Essential Responsibilities:

1. Leads, communicates and promotes the benefits of credit union membership through cross-selling and other marketing techniques. Develops target marketing programs.
2. Conducts research and provides promotional information to credit union employees and members on past, current and future marketing activities, including how the credit union compares to our competition.
3. Acts to fully utilize employees' service delivery skills through development of marketing programs which promote a positive work atmosphere and support continued growth of the credit union. Provides leadership in the development/maintenance of an in-house newsletter(s) and coordinates activities of the employee social committee.
4. Conducts credit union marketing programs, including: On The Road; Savings Safari Club; Prime Times; and Teen Club. Conducts presentations and coordinates visits and community relations programs. Acts as liaison to City and County of Denver agencies.
5. Provides training and technical direction to the Marketing Specialist I and directs staff and members in new marketing procedures/products, as directed. Develops educational materials, programs and seminars for members and staff.
6. Monitors member service by performing member service calls to members transacting business with the Loan and Member Service Departments.
7. 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 one (1) 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. 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.**