



Denver Municipal Federal Credit Union

Job Description: **4010**
Marketing Specialist I

Date: April 1995

Reports to: Director of Marketing

Objective: To research, develop and support all marketing efforts. To monitor member services, and to actively communicate and promote the benefits of credit union membership through cross-selling and other marketing techniques.

Essential Responsibilities:

1. Coordinates the car buying program to include: maintaining and enhancing the information library, acting as liaison to representatives and credit union members, performing as an information resource, and assisting with car sales.
2. Provides information to credit union employees and, when appropriate, to members regarding how the credit union compares to our competition.
3. Develops various communication pieces to members, as directed.
4. Coordinates various credit union programs, including: On The Road; Savings Safari Club; Prime Times; and Teen Club. Conducts presentations and coordinates visits and community relations programs, as directed. Acts as liaison to City and County of Denver agencies.
5. Promotes a positive work atmosphere by developing/maintaining an in-house newsletter(s) and coordinates activities of the employee social committee.
6. Trains and directs staff in new procedures/products, as directed.
7. Monitors member service by performing member service calls to members transacting business with the Loan and Member Service Departments.
8. 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. 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.**

