

**UNIVERSITY OF KENTUCKY FEDERAL CREDIT UNION
JOB DESCRIPTION**

Title: Member Development Specialist
Department: Sales and Marketing
Reports to: Marketing Director
FLSA: Non-exempt
Job Grade: 9

Job Purpose: Provides service to members and the credit union by identifying target marketing groups, preparing marketing presentation materials, presenting appropriate products and services and tracking results relating to the increase of membership and product usage.

Essential Job Results:

JOB SPECIFIC RESULTS

1. Maintains professionalism and member confidence by presenting a professional image and engaging in positive communications concerning UKFCU to members, employees, vendors and all contacts.
2. Prepares appropriate written, visual and oral marketing and related material by identifying target groups, researching data, determining appropriate product mixes, and producing appropriate handouts, newsletters, flyers and other materials.
3. Plans events and promotions by developing, scheduling, and implementing appropriate events and promotions.
4. Promotes credit union services by attending and presenting information at UKFCU Special Employee Group (SEG) events.
5. Responds to member inquiries by answering e-mails, telephone calls and other communications in a positive, professional manner.
6. Conceptualize, design and execute creative deliverables and marketing materials for assigned projects including but not limited to ads, brochures, signs, and web content.
7. Helps prepare reports that track new members, cross-sell numbers, and marketing promotions and product usage.
8. Coordinate, create and schedule radio and tv ads, social network sites, print ads and electronic media.
9. Makes recommendations to marketing management on events by reviewing and evaluating previous and potential results.

GENERAL MEMBER CONTACT STAFF RESULTS

1. Maintains account records by updating member information as necessary.
2. When directly serving members, cross-sells credit union services by answering inquiries, actively informing members of new services and product promotions, ascertaining members' needs, and directing members to other staff as appropriate.

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GENERAL STAFF RESULTS

1. Maintains member and employee confidence and protects operations by keeping information confidential and sharing on a business-related as-needed basis only.
2. Engages in problem resolution by clarifying the member's and/or employee's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; following up to ensure resolution; and keeping the supervisor informed of problems and solutions.
3. Complies with UKFCU policies and procedures by enforcing and adhering to internal UKFCU procedures and board-established policies.
4. Complies with federal, state and local regulations and legal requirements by enforcing and adhering to requirements.
5. Maintains professional and technical knowledge by maintaining an awareness of competitors' rates and terms, industry trends and technology; attending staff meetings; identifying opportunities to attend seminars that enhance skills and maintain knowledge of new products that could assist in improving operational effectiveness; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; and participating in professional societies.
6. Contributes to a team effort by accomplishing corporate and individual goals and other related results as needed.

MINIMUM REQUIREMENTS

Six months to two years of similar or related experience, including public speaking.

Two year college degree, business or trade school or equivalent.

General PC and computer keyboarding experience.

Ability to communicate with others one-on-one and in groups, fielding questions and responding to complaints.

Strong, friendly voice and demeanor, good diction.

Ability to add, subtract, multiply and divide all units of measure using whole numbers, fractions and decimals with American currency, and to apply these concepts to practical solutions.

Ability to compute rate, ratio and percent with American currency, and to apply these concepts to practical solutions.

Ability to define problems, collect data, establish facts and draw conclusions while dealing with a variety of abstract and concrete variables.

Ability to travel to campuses and other locations to facilitate marketing initiatives.

Ability to write reports, correspondence and procedures.

Ability to work independently.

PLEASE CONSULT YOUR SUPERVISOR OR INTERVIEWER TO REVIEW A DESCRIPTION OF THE WORK ENVIRONMENT AND PHYSICAL DEMANDS OF THIS POSITION.

The intent of this job description is to provide a representative summary of the types of results that will be required of the positions given this title, and shall not be construed as a declaration of the specific responsibilities of any

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particular position. Employees may be requested to perform job-related tasks other than those specifically outlined in this description.

ARE YOU ABLE TO PERFORM THE ESSENTIAL FUNCTIONS OF THIS POSITION WITH OR WITHOUT ACCOMMODATION?

Yes No

IF YOU REQUIRE AN ACCOMMODATION, PLEASE DESCRIBE BELOW, OR INFORM YOUR INTERVIEWER:

Employee Acknowledgement

Date

Supervisor Acknowledgement

Date

FOR CANDIDATES:

Candidate Acknowledgement

Date

Employee Initials _____ Supervisor Initials _____
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