

## **Marketing Communications Officer – Job Description Summary**

Implements marketing strategies and the annual marketing plan which is designed to develop, maintain, and improve participation in the credit union; writes informational, promotional, and educational materials for target groups, general distribution to the membership, and employees; plans, develops, and implements appropriate events and promotions. Views the organization's website and manages it with direction from management.

The complete job description covers the following topics:

- Essential duties and responsibilities
- Performance standards
- Qualification requirements
- Education and experience
- Language skills
- Mathematical skills
- Reasoning ability
- Other skills and abilities
- Physical demands
- Work environment