

# Community Engagement Specialist

## City & County Credit Union

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**Classification:** Non-Exempt

**Reports to:** Community Engagement Manager

**Review Date:** May, 2023

### JOB DESCRIPTION

At City & County Credit Union, we are intensely passionate, creatively driven financial marketers obsessed with the 'People Helping People' philosophy. The Community Engagement Specialist, a vital team member on the Marketing Team, is responsible for raising awareness for the 'People Helping People' philosophy and cultivating relationships with key strategic partners, community leaders, non-profit entities and individuals to increase brand awareness for City & County Credit Union.

In addition, the Community Engagement Specialist will bring energy and passion for financial education, community events, volunteering, relationship building and cooperative banking.

### Essential Functions:

- Research and discover new opportunities to enhance and cultivate meaningful relationships within the communities City & County Credit Union serves to increase brand awareness.
- Participate on Board and Advisory Committees that align with CCCU's mission, vision and values.
- Assure that CCCU's mission, values and presence are communicated effectively to current members and prospective members through community outreach initiatives.
- Coordinate community events, on-site community visits and seminars including registration, staffing, booth display, ordering premium items, event follow up, presentations & curriculum development.
- Develop event/promotional material as needed, which includes: involvement in any or all tactical phases of development. (i.e. brainstorming, conception, copywriting, proofing, editing, graphic design)
- Research and establish networks in new markets including assessing ongoing sponsorship requests to ensure ROI and brand consistency.
- Assist in the development and management of the credit union's social media profiles and presence, including Facebook, LinkedIn, Instagram and any additional channels that may be deemed relevant.
- Organize community involvement initiatives and volunteer opportunities for branch locations in partnership with branch managers and leaders that align with organization goals.
- Manage and coordinate employee giving campaigns for various charitable organizations including all employee volunteer day – Impact Day – and quarterly volunteer initiatives.
- Collaborate with our communities and strategic partners to determine financial education needs and opportunities to deliver on those needs.
- Manage and implement CCCU's financial education programs including Money in the Classroom, Money in the Community and Money on the Bookshelf.
- Provide and maintain tracking for all financial education initiatives including results and future recommendations utilizing City & County Credit Union's Community Impact Reporting Software.
- Develop financial education curriculum for all age groups and in branch use based on current state standards and needs – including videos to be posted on social media & YouTube channels
- Work in partnership with the marketing & branch teams to provide financial education to business partners and community groups.
- Update Community Involvement, Financial Education and Community Calendar on CCCU website regularly including creating & publishing social media events.
- Manage City & County public relations including writing press releases, distributing press releases, and tracking all publications and editors.
- Act as a point of contact with various vendors, partner companies and sales representatives.
- Maintain complete database of relationships and viable prospects with aligned goals.
- Make regular visits to vendors and partnerships to build and maintain relationships, solve problems and prospect for future business.

- Follow Bank Secrecy Act (BSA) policies and procedures as they relate to this position.
- Other responsibilities as assigned.

### **Competencies & Skills:**

- High level of member service orientation.
- Ability to communicate complex information in a clear, concise and professional manner to a wide variety of audiences. Create professional correspondence using the appropriate communication medium, including editing ability.
- Must be able to lead small teams as well as participate and contribute in a team, committee and task force environment.
- Ability to handle multiple projects simultaneously and work with regular and changing deadlines.
- Strong attention to detail and ability to work under tight deadlines.
- Display professional image and show respect for and patience with those different from themselves.
- High attention to detail, accuracy and thoroughness.
- Demonstrate abilities to influence, lead/motivate, and build networks.
- Demonstrate strong interpersonal skills, written and verbal communication skills as demonstrated by the ability to write clear, concise memos, emails and give presentations.
- Strong presentation skills with the ability to deliver effective and engaging presentations to a variety of audiences, comfort with public speaking.
- Willing and able to be flexible and adaptable to changing job requirements.

### **Qualifications:**

- Bachelor's Degree in Marketing, Communications or related field.
- 4 years professional experience in business development, sales management and/or marketing experience.
- Must be a licensed driver with a working automobile available to you at all times.
- Excellent PC skills with a proficiency in many programs (Word, PowerPoint, Excel)
- Experience in using graphic design software such as Photoshop and Illustrator in IBM platform and working knowledge of social media management platforms and email marketing softwares is beneficial.
- General understanding of the financial/credit union industry including compliance-related issues.

**Supervisory Responsibility:** This job has no supervisory responsibilities.

### **Work Environment:**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers and phones.

### **Physical Demands:**

Occasional walking, sitting and standing. Occasional lifting up to 25 pounds. Occasional bending and/or reaching for supplies on ground level. Occasional reaching above shoulder level for supplies overhead. Frequent repetitive use of hands such as simple grasping, twisting/turning of wrists, and finger dexterity to perform various accounting duties such as using a 10 key calculator, keyboarding and entering data into the computer system. Frequent speaking, listen and hearing for interaction with members, staff, and the general public. Occasional clarity of vision at 20 inches or less. Frequent clarity of vision at 20 feet or more.

### **Expected Hours of Work:**

Longer hours, evenings and weekend work may be necessary.

**Travel:** This position requires up to 40% travel.

### **Other Duties:**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.