

## **Marketing Specialist - Job Standards**

Job Standards include: (Note: this is a representative list only - complete list provided with purchase)

### KNOWLEDGE OF WORK:

- Understands marketing principles and practices and demonstrates knowledge in developing and assisting in the delivery of marketing initiatives.
- Understands how the organization works, the concept of Asset/Liability Management, and the seasonal trends in various lending and savings products.
- Has a full understanding of organization products and services, as well as the difference in approach for a membership organization versus a custom/stockholder corporation.
- Knows the organization's Mission, goals and strategic business plan.
- Has a working knowledge and experience in public relations.

### QUALITY OF WORK:

- Helps establish the desired image and product quality for the organization and helps ensure that all marketing information and materials conform to a consistent theme and quality.
- Helps to design marketing initiatives to provide reliable result data which can be utilized to measure goal achievement.
- Communication initiatives are timely, meet the marketing plan deadlines.
- Utilizes good vendors/printers at reasonable, cost-effective prices.
- Marketing efforts and results meet the predetermined goals and objectives.

### QUANTITY OF WORK:

- Develops marketing programs from time to time to address aspects of the organization's business plan, and insures that all marketing materials are produced and distributed in a timely manner.
- Utilizes a bid process to purchase marketing materials and media; negotiates the best possible price.
- Works hard to obtain free media coverage by producing press releases, creating media events, and maintaining a high profile in the membership community.
- Serves as a volunteer in the community to build an image for the organization and a high profile for the Marketing Manager.

### PROBLEM ANALYSIS:

- Takes a problem and attempts to create a positive solution/opportunity.
- Has a backup plan to ensure marketing efforts are carried through.
- Consults with others to construct a logical response to any marketing problem.
- Problem prevention - establishes "damage control" mechanisms in advance of potential negative occurrences.