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## POSITION DESCRIPTION

**POSITION TITLE:** Manager of Marketing - Business Development      **DEPARTMENT:** Administration

**CLASSIFICATION:** Exempt

**PREPARED BY:** Human Resources

**DATE PREPARED:** February 8, 2016

**APPROVED BY:** CEO

**DATE REVISED:** March 7, 2023

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## REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** CEO

**POSITION SUPERVISED:** None

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## POSITION PURPOSE

Develop and implement strategic plan for development of new business. Manage the day-to-day business development functions of the credit union. Cultivate new and maintain existing relationships. Responsible for researching the loan needs of members of TEXAR Federal Credit Union and acting as an advocate for building loans. Cross-sells credit union products and educate the membership. Creates marketing programs, advertising campaigns, promotions, delivery systems, and community service activities for compliance with credit union policies as well as external rules and regulations.

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## ESSENTIAL JOB FUNCTIONS AND DUTIES

Promote "SCOPE" to our employees, management, and members.

Develop and monitor marketing budget for new business development in accordance with credit union goals and initiatives.

Research the demographics of the area in which the credit union operates and determine population groups served by the credit union.

Be a visible presence in the local community and sponsor community. Promote the credit union through visible participation in business, community, and charitable organizations and activities.

Handle maintenance issues that may arise at branches and off site ITM locations including but not limited to mowing, pest control, etc.

Maintain spreadsheet for records retention. Keep log of files in storage and track files that need to be destroyed. Schedule the shred company to collect boxes upon destroy date.

Promote all products and services with cross-selling to meet members' needs.

Work independently and within a team on special and recurring and non-reoccurring projects.

Communicate as needed with the CEO concerning new developments and/or problems.

Responsible for fostering a positive relationship with members and area businesses.

Sets measurable goals and evaluate achievement of goals concerning promotion of TEXAR in a given area.

Exemplify and upholds all TEXAR Federal Credit Union policies and procedures.

Work with advertising agency to develop media advertising and sales literature directly or through advertising agencies and outside vendors that target the membership of TEXAR.

Keep all social media updated. This would include Facebook, Twitter, FI Mobile apps, you-tube and the TEXAR webpage.

Stay up to date on products and services.

Educate staff on new products and services. Work directly with leaders in their areas to promote products and services.

Create and update content on the TEXAR website including but not limited to rates, locations, current promotions, etc.

Maintain and update the TEXAR Connect intranet.

Promote technology and the services offered through new technology to the membership and staff.

Analyze situations, identify problems, identify and evaluate alternative courses of action.

Use the information gathered to develop, direct, and implement production and distribution of customer announcements of product promotions, product updates, or new products and services through newsletters and special mailings.

Analyze marketing programs, member surveys, or other tracking tools for qualitative feedback on effectiveness of programs or new programs.

Order and distributes promotional items for membership and credit union events.

Maintain a favorable working relationship with all other employees to foster and promote a cooperative and harmonious working climate which will be conducive to maximum employee morale, productivity, and efficiency/effectiveness.

Consistently represent TEXAR and its entire staff in a professional and ethical manner.

Project a visible presence in the local community and sponsor community.

Complete required annual training and adhere to all Credit Union policies and procedures, including but not limited to BSA, MIP, OFAC, Privacy and Electronic Use.

Perform other related duties as required and assigned.

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## **KNOWLEDGE AND SKILLS**

Knowledge of financial practices, procedures, and standards in accordance with state and federal regulations.

Ability to apply logic to define problems, collect data, establish facts, and draw conclusions.

Ability to interpret instructions and can deal with multiple variables.

Display a professional appearance, demeanor, and dress.

Excellent oral and written communication skills.

Solid interpersonal skills.

Effective time management and project management abilities.

Basic knowledge and use of Microsoft Office Suite and other office equipment.

Basic knowledge of Adobe InDesign and Photoshop.

Strong computer skills and computer graphic design skills.

Ability to function and form decisions with little to no supervision.

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## **EDUCATION AND EXPERIENCE**

Bachelor's Degree from a four (4) year university or college in a related field, or two (2) to five (5) years' experience, or any similar combination of education and experience.

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## **PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION**

Talking:	Especially where one must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.
Average Hearing:	Able to hear average or normal conversations and receive ordinary information
Repetitive Motion:	Movements frequently and regularly required using the wrists, hands, and/or fingers. Requires repetitive stooping, kneeling, or crouching.
Average visual abilities:	Average, ordinary, visual acuity necessary to prepare or inspect documents or products or operate machinery.
Physical strength:	Sedentary work; sitting most of the time. Exerts up to 10 lbs of force occasionally.
Finger Dexterity:	Using primarily just the fingers to make small movements such as typing, picking up small objects, pinching fingers together, feel objects, tools, or controls.

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**WORKING CONDITIONS**

No hazardous or significantly unpleasant conditions. Noise level is usually moderate.

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The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, skills, or working conditions. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

Position descriptions are not intended and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

I have read and received a copy of the position description.

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Employee

\_\_\_\_\_  
Date