

**APPLY NOW**

## *MCT Credit Union*

---

---

### **POSITION DESCRIPTION**

**POSITION TITLE:** Website/Marketing Specialist

**DEPARTMENT:** Marketing

**CLASSIFICATION:** Non-Exempt

**APPROVED BY:** CEO

---

#### **REPORTING RELATIONSHIPS**

**POSITION REPORTS TO:** Marketing Manager

**POSITIONS SUPERVISED:** None

---

#### **INTERNAL AND EXTERNAL CONTACTS**

**INTERNAL:** Executive Management, Branch & Department Managers, Sales Staff

**EXTERNAL:** Vendors, Marketing Professionals

---

#### **POSITION PURPOSE**

Serves as the primary contact for all aspects of the Credit Union's website, handling a range of responsibilities that include routine site and content maintenance, conducting and evaluating statistical data traffic patterns, and assisting with web design and development. Maintains web content and design to ensure that the assigned website is functional, accurate, and up to date. Generates and maintains reports and performs basic clerical and support activities. Ensures that the Credit Union's image and brand is maintained and projected.

---

#### **ESSENTIAL FUNCTIONS AND BASIC DUTIES**

1. **Assumes responsibility for the accurate and efficient performance of the Credit Union website.**
    - a. Serves as the primary contact for all aspects of the Credit Union's website.
-

- b. Reviews web content, links, and design; provides necessary updates and enhancements in a timely manner.
  - c. Conducts user testing and use analysis to assess usability and effectiveness of site; recommends improvement based on analysis.
  - d. Discusses, analyzes, reviews, and resolves usability issues in conjunction with development teams.
  - e. Identifies useful site performance metrics; collects, tracks, records, compiles, analyzes, reports site usage data and make recommendations for business development.
2. **Assumes responsibility for facilitating consistent, creative, and unified web design across the Credit Union's web properties.**
- a. Develops and expands Credit Union's web presence through social media, email, web advertising, and other online sources; promotes Credit Union's brand through these channels.
  - b. Maintains current knowledge of best practices and emerging developments and assists in web design, web development, and technology.
3. **Assumes responsibility for establishing and maintaining effective working relations, communications, and coordination with Credit Union personnel and management.**
- a. Assists employees with use of company website through one-on-one support, user guides, and training sessions.
  - b. Coordinates with other Marketing team members to ensure active promotions and campaigns are represented on the website(s).
4. **Assumes responsibility for establishing and maintaining professional relations with members.**
- a. Obtains and conveys information politely and promptly.
  - b. Maintains and projects the Credit Union's professional reputation.
5. **Assumes responsibility for related duties as required or assigned.**
- a. Completes special projects as assigned.
  - b. Ensures that work area is clean, secure, and well maintained.

---

## **PERFORMANCE MEASUREMENTS**

- 1. Carry out assigned responsibilities according to established department standards.
- 2. Ensure web site is current, alterations to be made promptly.

3. Work with end-users when problem situations arise and resolve with immediacy.
4. Maintain an effective working relationship with other members of the Marketing team, and associated partners, to resolve problems and assist end-users. Additional assistance is provided as needed.
5. Provide an e-commerce presence for the Credit Union's web site, conducting and evaluating statistical data of traffic patterns (visitors) monthly. Database reports are maintained as scheduled.
6. Management is appropriately informed of area activities and of any significant problems.

---

## QUALIFICATIONS

<b>EDUCATION/CERTIFICATION:</b>	(1) A two-year college degree or (2) Completion of a specialized course of study at a business or trade school or (3) Completion of a specialized and extensive in-house training or apprenticeship program.
<b>REQUIRED KNOWLEDGE:</b>	Operate computer equipment and software including word-processing, spreadsheet, and internal database mainframe for record keeping and communication purposes. Working knowledge of all office equipment, including, but not limited to, computer, copier, fax machine, ten-key adding machine, typewriter, and telephone.
<b>EXPERIENCE REQUIRED:</b>	Six months to two years of similar or related experience.
<b>SKILLS/ABILITIES:</b>	Excellent written, oral, and interpersonal communication skills. Strong project management skills. Organizational and analytical skills.

---

## PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION

<b>FINGER DEXTERITY:</b>	Using primarily just the fingers to make small movements such as typing, picking up small objects, or pinching fingers together.
<b>TALKING:</b>	Especially where one must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.
<b>AVERAGE HEARING:</b>	Able to hear average or normal conversations and receive ordinary information.
<b>REPETITIVE MOTION:</b>	Movements frequently and regularly required using the wrists, hands, and/or fingers.
<b>AVERAGE VISUAL ABILITIES:</b>	Average, ordinary, visual acuity necessary to prepare or inspect documents or products or operate machinery.
<b>PHYSICAL STRENGTH:</b>	Medium work; exerts up to 50 lbs. of force occasionally, and/or up to 20 lbs. frequently, and 10 lbs. constantly.

---

## WORKING CONDITIONS

**NONE:** No hazardous or significantly unpleasant conditions (such as in a typical office).

---

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

**REASONING ABILITY:** Ability to apply common sense understanding to carry out detailed but uninvolved instructions and to deal with problems involving a few variables.

**MATHEMATICS ABILITY:** Ability to perform very basic math skills including adding, subtracting, multiplying, and dividing two-digit numbers; to perform the four basic arithmetic operations with money; to perform operations with units such as inch, foot, and yard; ounce and pound (or their metric counterparts).

**LANGUAGE ABILITY:** Ability to use passive vocabulary of 5,000-6,000 words; to read at a slow rate; define unfamiliar words in dictionaries for meaning, spelling, and pronunciation.  
Ability to write complex sentences, using normal word order with present and past tenses; using a good vocabulary.

## **INTENT AND FUNCTION OF JOB DESCRIPTIONS**

*Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well constructed job descriptions are an integral part of any effective compensation system.*

*All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.*

*In accordance with the American with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.*

*Job 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.*