

## Marketing and Communications Specialist

At DERP, we believe everyone deserves to have a strong retirement future. We're committed to providing members a secure DERP Pension Benefit, along with the information, education, guidance, and support needed to make informed retirement decisions on their journey to retirement.

In this role, you're part of the marketing and communications team and report to the marketing and communications director. Your primary responsibility is MyDERP.org, DERP's secure online member portal. You'll help create a positive digital experience by developing and maintaining clear, user-friendly content that enables members to navigate their account with confidence, complete tasks, and better understand their benefits. You'll collaborate with teams across DERP, and well as external vendors and partners, to support portal communications, functionality, enhancements, and the overall member experience.

You'll look beyond "we've always done it this way" to identify opportunities to improve the member experience. You'll view content, processes, and digital interactions through the eyes of our members and recommend ways to make information easier to find, understand, and use. You'll identify opportunities to simplify processes, improved usability, and enhance digital engagement, helping ensure members can successfully access information, and complete tasks.

### What You'll Do

#### Enhance the Member Experience

- Act as a subject matter expert and assist in shaping experience strategies tailored to our member segments to enhance member relationships and drive desired actions. Look past obvious solutions and reimagine and/or identify opportunities to enhance operational efficiencies to solve deeper problems and create member-centered solutions.
- Collaborate with the deputy executive director, membership services supervisor, IT, and the vendor to identify project goals, define requirements and recommendations, limitations, and possibilities with well-thought-out solutions, and give insightful and constructive feedback of MyDERP.org.
  - Actively contributes to the design and development of intuitive digital content and microcopy (buttons, links, labels, etc.) and create engaging and user-focused copy for various touchpoints (calls to action, help copy, error, and message notifications), to help members complete tasks successfully and efficiently.
  - Craft narratives and produce concise, action-oriented, jargon-free copy that is clear, easy to understand, and has a cohesive voice, tone, and message.
  - Manage forward-facing materials and ensure visual elements are brand aligned. This includes letters, annual member statements, forms, messages, notifications/automatic responses, etc.
- Facilitate meetings and/or construct messages to provide regular project updates to team members.
- Provide end-user support to members and staff, report issues, and work collaboratively to prioritize and resolve. Proactively keep team members aware of status and take responsibility for ensuring outstanding issues are addressed in a timely manner.



- Document changes for control purposes and maintain and update.
- Conduct usability testing and gather user feedback to identify areas for improvement and enhance the user experience of the documentation.
- Track user issue resolutions and leverage responses to develop FAQs and knowledge management materials.
- Welcome feedback and continuously improve content performance, maintaining a proactive approach to revisions.

## Brand Management

- Apply DERP's brand, voice, and visual standards across MyDERP.org and other member-facing resources.
- Help ensure communications and educational materials are clear, accurate, accessible, and aligned with DERP's brand standards.
- Collaborate with internal and external partners to support the development of member education resources and benefit-related content.
- Maintain proficiency in DERP's communications platforms and creative tools to provide backup support for website content management, digital communications, social media, and marketing materials.

## Who You Are

- You have the desire to look at what has always been done and think outside of the box to see what could be done better, differently, and easier.
- You have the ability to break down complex topics and turn it into concise customer-friendly content.
- You're open to receiving and implementing strategic and creative feedback, and you happily embrace someone else's idea when it's the best option.
- You treat others as you would like to be treated and you believe it's important to share knowledge, and to listen and learn.
- You work smart (not just hard), and know how to drive projects, meet deadlines, and get things done. You have a bias for action and are proactive.
- You don't sweat the small stuff, but you also understand the importance of paying close attention to detail and being precise.
- You understand no job is too small, or any problem too big to work through, particularly through collaboration.
- You can work both autonomously and collaboratively, and you're effective at juggling and prioritizing multiple competing tasks.
- You're trustworthy and can always keep sensitive information confidential.



## Your Qualifications

- Bachelor's degree in business administration, marketing, communications, or a related field.
- Three years of professional level experience performing communications, marketing, public relations and/or retirement/pension specific work.
  - One year of the appropriate type and level of experience may be substituted for each required year of post-high school education.
  - Additional appropriate education may be substituted for the minimum experience requirements.
- Excellent communication skills and the power to create a well-constructed message.
- Confidence and knowledge to manage projects independently.
- A detail-oriented mentality, and a disciplined and organized approach.
- A creative problem solver with the flexibility to navigate uncertainty.
- Strong interpersonal skills
  - Self-confidence
  - Problem-solving
  - Positive attitude
  - Empathy
  - Listening
  - Reliability
  - Respectfulness

## Additional Details

- This is a full-time exempt position.
- You report to the marketing and communications director.
- You'll primarily work in our office while also having opportunities to work remotely.

**Position Salary Range** – \$98,347-\$162,274

**Starting Pay** – Starting pay is generally expected to fall within the lower half of the position salary range and will be determined based on qualifications and experience.



## About Us

DERP was established January 1, 1963, to provide a defined benefit plan for eligible City and County of Denver employees in the Career Service, certain employees of the Denver Health and Hospital Authority, and DERP staff. As a trusted steward of the city's pension plan for almost 60 years, we've helped thousands of eligible employees build, plan, and live a strong retirement future. We believe everyone deserves to have a strong retirement future and we are committed to providing members a secure DERP Pension Benefit, along with the information, education, guidance, and support needed to make informed retirement decisions on their journey to retirement.

Our office is in the Historic Capitol Hill neighborhood in the heart of Denver, Colorado. We're in the John Porter House mansion which was built in 1917 for Henry M. and Louise Coors Porter of the Porter Hospital and Coors Brewing Company families.

## Interested Candidates

As part of the application process, email the following to [Julie.Vlier@DERP.org](mailto:Julie.Vlier@DERP.org):

- A cover letter telling us why you're a great fit for this role.
- Your résumé highlighting relevant experience.
- A portfolio with at least three work samples demonstrating your ability to create engaging content. Samples may include writing, publications, graphics, videos, digital content, campaigns, or other creative work. Show us what you can do.

We're committed to building a diverse, inclusive, and authentic workplace. If you're excited about this role but your experience doesn't align perfectly with every qualification, we encourage you to apply. You may be exactly the person we're looking for.

**Apply soon. This position may close without notice.**

