

## We're Looking for a Marketing and Communications Specialist to Join our Team

We're on a mission to build a stronger marketing and communications team and seeking someone with passion and creativity to be part of our growth. If your response to the questions below is an enthusiastic yes, your talents could be what we're looking for. Don't miss this chance to be a part of our exciting journey!

- ✓ Do you consider yourself a jack-of-all trades with a pen and aren't afraid to get your hands dirty on a marketing and/or communications project?
- ✓ Do you have a deep dedication to your craft and comprehensive understanding of how voice and tone play a pivotal role in shaping communication and brand perceptions?
- ✓ Are you a self-starter who loves to explore and learn and flourish when challenged?

In this role, you'll be part of the marketing and communications team and report to the marketing and communications director. You'll be a key contributor and responsible for creating, implementing, and managing content strategies that align with our overall marketing objectives through owning and creating content. Additionally, you'll play a vital role in building and maintaining our brand, and you'll help us to continue to refine our unique voice and ensure our message, engagement, and interactions are consistent.

### What You'll Do

#### Brand Management

- Support our brand management strategy to promote brand awareness and recognition and foster familiarity.
- Ensure consistent messaging of all communications vehicles while leveraging the full array of tools to educate and promote (website, member portal, guides, flyers, video, etc.).
- Create partnerships and build constructive relationships with internal and external teams to support the continued development of our brand and educational content to improve understanding and value of a DERP Pension Benefit and the DERP Plus Benefits.

#### Content Strategy and Planning

- Implement a comprehensive content strategy plan that aligns with our goals and target audiences.
- Produce an integrated editorial calendar that outlines content topics, formats, and delivery timelines.
- Oversee a portfolio of communication campaigns that convey goals, objectives, and brand value to both internal stakeholders and external members. Make sure output is fresh, friendly, informative, and brand-aligned, is geared towards a member's life and career stage, and instructs and supports. Additionally, ensure information is relevant, timely and accurate, and enhances engagement and increases awareness.
- Produce communication plans that serve as a blueprint with detailed and actionable steps to ensure messaging and tactics align with objectives and ensure communication efforts are strategic, coordinated, and consistent and adhere to brand guidelines.
- Define and track performance indicators to assess the success of communications campaigns.
- Recognize that visual communications are important and create compelling visuals and graphics to support our communication efforts.

### Content Management, Promotion, and Distribution

- Manage our website and LinkedIn communication channels and produce high-quality relevant and engaging content. This includes educational articles, videos, and graphics to improve readership and engagement of a multi-generational audience.
  - Write and schedule articles to keep our story telling active.
  - Regularly review content, links, and update when necessary.
  - Pitch content ideas, recommend improvements, and work with our website host to implement approved recommendations.
  - Identify useful site performance metrics and collect, track, record, and analyze and report site usage data.
  - Produce videos to help members understand their membership and the benefits available to them and how to navigate their MyDERP.org account and the information within.
- Design targeted and mobile-friendly emails to inform and educate members and promote services.
  - Create subject lines that pique curiosity, offer value, or generate excitement.
  - Include relevant content and images and visible call to actions.
  - Monitor metrics and make data-driven decisions to improve content effectiveness.
- Utilize Adobe Creative Suite to create visually compelling, engaging, and on-brand web and print collateral (graphics, guides, videos, and more) to communicate key messages and help members engage.
  - Ensure the consistent application of brand guidelines and visual identity across design projects.
  - Document and manage our asset library.
  - Be the liaison to the printer and prepare print-ready files and assets, following industry standards and specifications.
  - Adhere to project timelines to ensure efficient and timely fulfillment of project objectives.

### Who You Are

- You can craft headlines and content that provide value to the audience and drive user engagement.
- You're a meticulous editor, and yet are a speedy writer.
- You aren't afraid of what you don't know, and you love to get your hands dirty on a marketing and/or communications project.
- 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 can work both autonomously and collaboratively, and you're effective at juggling and prioritizing multiple competing tasks.
- You love challenges and jump in with both feet.
- You enjoy supporting a team, absorbing information, and contributing to the entire team's success.
- 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.
- Ability to work in a team environment with limited supervision.
- Excellent verbal and written communication skills and the power to create a well-constructed message.
- Strong interpersonal skills
  - Self-confidence
  - Problem-solving
  - Positive attitude
  - Empathy
  - Listening
  - Reliability
  - Respectfulness

### Preferred Qualifications

- Experience in the Associated Press style.
- Website management in WordPress or an equivalent content management system.
- Mastery of Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premier Pro, etc.)
- Expertise producing publications including brochures, flyers and checklists, and/or annual reports.
- Experience creating targeted informational/training videos from beginning to end. Proficiency with Sparkol VideoScribe, or similar video animation software, is a plus.

### Additional Details

- This is a full-time exempt position.
- You report to the marketing and communications director.
- You'll work from our office and remotely.

**Position Salary Range** – \$82,000-\$134,000

**Starting Pay** – Anticipated starting pay is at the lower 50% of the position salary range.

## 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 have 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.

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## Interested Candidates

As part of the application process, we ask that you:

1. Email a cover letter telling us why you'd be awesome in this role to [Julie.Vlier@DERP.org](mailto:Julie.Vlier@DERP.org).
2. Include your resume highlighting your work and experience.
3. Submit a portfolio with a minimum of three work samples showcasing your experience executing creative content. The work samples can include writing, graphics, publication, video, and more... surprise us!
4. Describe a task or project you completed that required a very high level of accuracy and thoroughness. What steps did you take to ensure both were achieved?

### Don't meet every single requirement?

We are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about this role but your past experience doesn't align perfectly with every qualification in the job description, we encourage you to apply. You just may be the right candidate.

***If you're interested, make sure to apply soon. This position will close without notice.***

