

Title: Member Outreach Program Manager

Description:

To implement strategic initiatives which increase awareness of Navy Federal and the benefits of membership, attract new members, and promote a positive corporate and community image of Navy Federal Credit Union. To plan and deliver member acquisition presentations at Department of Defense (DoD) recruit locations.

Required:

*Bachelor's Degree in a related field or the equivalent combination of education, training, and experience

*Leads the implementation of member acquisition initiatives that adhere to and support corporate and department member acquisition strategies

*Expertise in identifying membership growth opportunities and developing, implementing, and maintaining member acquisition programs, event strategies, and creating/expanding business opportunities

*Progressively responsible experience that demonstrates strong understanding and knowledge of marketing, project management, market research, and member relations practices, principles, and processes

*Demonstrated ability to work independently, manage multiple programs and campaigns, resolve conflicting requests, meet changing requirements and priorities, exercise sound judgment, demonstrate initiative, meet deadlines, and accomplish business goals

*Coordinates with Member Research to conduct membership surveys, focus groups, and other research with members/civilians/clients to gather information to assess demand and satisfaction trends and determine the effectiveness of Navy Federal's member acquisition strategy/results

*Ability to gain the confidence and cooperation of management and staff, DoD personnel, and community leaders

*Experience with DoD protocols

*Strong administration, organization, and leadership skills

*Highly effective verbal, written, and interpersonal communication skills, including skill in persuading and directing others towards established goals

*Ability to interpret and apply regulations/instructions/policies/directives and to present findings and conclusions clearly and concisely

- *Expertise in making presentations to large groups of people
- *Proficient with PCs and word processing, spreadsheet, database, and presentation software
- * Performs other related duties as assigned or appropriate
- * **Requires travel to various presentation and event locations. Work schedule will vary to support events**

Desired:

- *Familiarity with Navy Federal's business objectives, field of membership, products, services, policies, procedures, and practices
- *Knowledge of the financial services industry and the uniqueness of credit unions
- *Bachelor's degree in Marketing, Business, Communications, or related field
- *Prior military service or experience working with the military field