



Colorado Lending Source Job Announcement

Position Title: Marketing Specialist

Position Status: Full-Time with Benefits

Organizational Relationships: Reports to Marketing Manager

Primary Work Location: Colorado Lending Source |1441 18th Street | Denver, CO 80202

Job Summary:

Colorado Lending Source is seeking a Marketing Specialist to join our Marketing & Communications team. In this position you will be responsible for elevating the Colorado Lending Source brand through the support and execution of all marketing and communication strategies.

Position Responsibilities:

- Understand and appreciate the mission, values and customer service commitment of the organization
- Understand all loan and educational programs offered through Colorado Lending Source
- Maintain a high level of enthusiasm for who we are and what we do
- Assist with event planning and promotion
- Prepare marketing supplies and presentations for lender trainings, panels, resource fairs, presentations and other events as needed
- Perform email system and database contact updates, maintenance, and data entry
- Assist with social media strategy execution and campaign curation across all platforms
- Create compelling content that tells our brand's story through blog posts and press releases (includes impact reporting, success stories, informational content, infographics etc.)
- Responsible for website updates and sending monthly email campaigns
- Prepare marketing metrics to help team brainstorm creative campaigns and improvements to overall strategy
- Assist with collateral updates including Fact Sheets and Loan Applications as needed
- Other duties as may be assigned

Desired Qualifications:

This is a critical position within a highly entrepreneurial organization and successful applicants must be interested in helping to formulate and further develop this function.

- A Bachelor's Degree in a related field

- Exceptional written, verbal and listening communication skills
- Excellent interpersonal skills
- Detail oriented person capable of managing multiple projects at any given time
- Working Knowledge of Microsoft Office and Adobe Creative Suite products including InDesign and Photoshop

Apply:

Interested applicants are invited to submit a resume along with a HAND WRITTEN cover letter by email, mail, or in person to:

resume@coloradolendingsource.org

ATTN: Marketing Specialist

Colorado Lending Source

1441 18th Street, Suite 100

Denver, CO 80202

About Colorado Lending Source:

As a mission-based non-profit lender, Colorado Lending Source truly cares about small businesses and the communities they support. Our lending options range from \$5,000 up to \$5.5 million for a variety of business purposes. In 2018, we approved 221 small business loans to help create 1,747 jobs with a total economic impact of over \$331 million. Additionally, Colorado Lending Source facilitates an entrepreneur development training, called Ice House, which helps established or aspiring entrepreneurs develop or refine their entrepreneurial mindset. Our mission is to foster the economic growth of diverse small businesses within our communities.