



EMPLOYMENT OPPORTUNITIES

POSITION:	Digital Marketing Specialist
REPORTS TO:	Marketing Manager
CLASSIFICATION:	Exempt
DEPARTMENT:	Marketing
SERVICE STANDARDS:	<p>Act as a catalyst and promoter, reinforcing the following credit union's service standards:</p> <ul style="list-style-type: none">• We always act in the best interest of our members.• We own, respond, and expeditiously resolve member questions/concerns.• We look for ways to innovate and improve the member experience.• We continuously seek the opportunity to learn and grow.• We maintain the highest degree of professionalism in appearance, language and behavior.• We protect the privacy and confidentiality of all member and Credit Union information.
RESPONSIBILITIES:	<p>The Digital Marketing Specialist will assist the Marketing Manager with the implementation of the overall credit union marketing plan by ensuring the credit union's marketing initiatives are operating and performing optimally and producing the desired results.</p> <p>The ideal candidate will be responsible for creating visually appealing and engaging content for our digital marketing campaigns that improve member experiences and enhance relationships with our financial products, services, tools and resources.</p> <p>In addition, the Digital Marketing Specialist will collaborate directly with the Marketing Manager to develop, implement, monitor and report on all marketing communications and projects to support Scient Federal Credit Union's strategic objectives.</p> <p>This role requires a strong understanding of design principles, digital marketing strategies, and the ability to work collaboratively within our marketing department.</p> <ul style="list-style-type: none">• Collaborate with Marketing Manager on the development, execution and optimization of paid digital marketing efforts, search engine marketing, and social media campaigns.• Operate email marketing program. Design emails using best practices to meet sales and marketing objectives. Manage email lists through segmentation, and automation. Report on email campaign results, identify trends and opportunities for improvements within overall email marketing program. Identify and implement new email marketing automation opportunities.

- Monitor performance of all digital and inbound marketing related activities, including the credit union's website performance metrics, social media engagement, email performance, and all other digital marketing tactics and promotional campaigns. Provide suggestions for program improvements based on results, as well as marketing and credit union industry best practices.
- Work in partnership with Marketing Manager to identify and develop digital content opportunities, as well as contribute to maintaining content calendar for social media, email, blog, etc
- Create and publish social media content in accordance with the credit union's branding and messaging. Monitor engagement and activity with organic and paid social media initiatives. Provide suggestions for improvements based on social media best practices.
- Manage the design, creation, coordination, and dissemination of all marketing promotions and communication for the credit union, including print, radio, billboard, video, digital, web-based and all other forms of media, in conjunction with the Marketing Manager.
- Assist in the coordination and execution of credit union special events and activities for both online and/or in-person events.
- Stay up-to-date with the latest design trend, digital marketing strategies and industry best practices to continuously improve the effectiveness of our marketing efforts.
- Maintain a strong understanding of our credit union's products, services and target market to effectively communicate key messages.

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 2-4 years' recent experience in digital marketing, communications, or related area required
- Prior experience with email marketing, automation, SEO/SEM, digital advertising and/or lead generation required.
- Prior experience and proficiency in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant tools
- Prior experience working with a web content management system preferred
- Prior professional experience with social media platforms such as Facebook, Instagram, Twitter, LinkedIn, YouTube required.
- Knowledge of best practices and trends in marketing, digital media and social media.
- Demonstrated skills in creating and managing successful social media campaigns, with a solid understanding of social marketing.
- Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data.
- Prior experience with inbound marketing software preferred

KNOWLEDGE, OTHER SKILLS and ABILITIES

- Excellent written and verbal communication skills.
- Excellent attention to detail and organization and project management skills
- Ability to work on multiple projects simultaneously, meeting deadlines

- Ability to work independently in the context of objectives. Must have initiative and be a self-starter.
- Ability to think creatively and comprehend new information quickly.
- Ability to use a personal computer and related software applications including Microsoft Word, Excel and PowerPoint.

EDUCATION and/or EXPERIENCE:

Bachelor's degree in graphic design, marketing communications, digital marketing or related field

CERTIFICATIONS:

N/A

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform their responsibilities.

Noise level in the work environment is usually moderate.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the responsibilities of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform their responsibilities.

While performing the duties of this job, the employee is required to stand; sit; use hands to finger, handle, grasp or feel; stoop; knee; crouch; push; pull; reach with hands and arms; repetitive motion; lift; and talk or hear. The employee must occasionally lift and/or move up to 50 lbs and frequently up to 10 lbs. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.
