



## **Digital Marketing Specialist - Cleveland, OH**

Century Federal Credit Union, established in 1948 is one of the largest credit unions in Northeast Ohio, has an opening for a Digital Marketing Specialist. Do you have what it takes to join our team? If so, we want to speak with you.

The Digital Marketing Specialist will create, communicate, and execute Century Federal's marketing strategy. The Digital Marketing Specialist is responsible for all digital marketing campaigns, including generating leads, conducting market research, and developing digital media strategies that align with our vision and brand.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **Digital Marketing:**

- Responsible for creating the storylines, copy, and subject-lines; timing, segmentation, and graphics, and the entire strategy behind all email marketing campaigns to build a list.
- Oversee the company's website and content, including the configuration and editing of product items, copy and image proofing, creating graphics, cross-sells, and promotions, and flash sales.
- Oversee credit union's digital footprint and lead progress towards search engine optimization baseline.
- Monitor internet for reviews and rating, and follow up in timely manner.
- Update social media/search engines when needed.
- Responsible for executing website updates following schedule and as needed.
- Responsible for creating and executing paid and unpaid social media Ad campaigns via Facebook, Instagram, and Google.
- Responsible for expanding and executing well-thought digital advertising plans and designs, including landing pages, content marketing, and SEO; video and other sponsored media campaigns.
- Responsible for initiating exclusive promotions, products, and events; contests and experiences to attract new users and retain customers.
- Responsible for composing original and attention-grabbing product descriptions, website content, and articles for blog.
- Align the digital marketing strategy with the objectives of the company.
- Responsible for generating new leads by converting site traffic through calls-to-action, landing pages, and offers.
- Meet with internal product developers within the organization to gather information on various products or processes to draft copy for marketing communications.
- Organize, update, and edit product guides to include reference manuals, product manuals, procedural documentation, and other communications as needed.
- Proofread and edit work.

- Assist in the successful deployment of marketing campaigns from concept to completion.
- Assist in gathering feedback from members, vendors, and partners to improve internal and external communications.
- Regularly review timelines within the marketing group to ensure that project deadlines are being met.
- Build professional relationships with vendors as well as internal, cross-functional teammates.
- Receive and comprehend complex instructions, correspondence, and memos.

#### **Product Management:**

- Apply commonsense understanding to carry out instructions provided in written, oral and/or diagramed communications.
- Logical reasoning skills, including problem solving and troubleshooting.
- Interpret marketing campaign performance metrics to gain insight and assess against corporate goals.
- Thinks out of the box and explore a variety of marketing methods as it relates, but is not limited to – content creation, brand awareness, social media, performance analysis, and more in an effort to increase member awareness.
- Collaborate with managers and cross-functional teams within the organization.
- Research product data in the marketplace to fully understand product as needed.

#### **Design:**

- Assist Marketing Manager in working with design vendors to quote work, create marketing materials, infographics, and other visual aids that will assist members in understanding products or processes.
- Exhibit a highly creative and imaginative approach to branding and marketing that can be applied to common sense business practices.
- Create marketing materials, infographics and other media for marketing projects, social media, and website collaboration.
- Collaborate regularly with marketing team to design marketing tools that adhere to corporate guidelines. Able to contribute to new guidelines.

#### **REQUIRED KNOWLEDGE**

- Professional experience using social media for B2B marketing and business growth, and understanding of popular social networks.
- Proficient working knowledge of other Microsoft office tools within Excel, Word, Outlook, Adobe InDesign, or comparable software.
- Knowledge of WordPress CMS, HTML, and CSS concepts preferred.
- A great eye for design, and are familiar with Adobe CC (In-Design, Photoshop, Illustrator).

#### **EXPERIENCE REQUIRED**

- 3-4 years of product operations experience in the financial industry, credit union experience preferred.
- Experience with building and maintaining timelines, ensuring that key deliverables are executed on time.
- Experience using customer relationship management system, PRISM preferred.
- Expert graphic design experience.

- Experience launching new product suites, including loan and deposit products and related services.

### **SKILLS AND ABILITIES**

- Excellent verbal and written communication skills.
- Excellent organizational skills and attention to detail is critical.
- Ability to work without direct supervision and effectively manage tasks and time.
- Ability to multitask daily.
- Able to adhere to marketing timelines and assist Marketing Manager in tracking campaign effectiveness for continual process improvement.
- Ability to display contagious enthusiasm for objectives, tasks, and people, and positively interact with others.
- Eager to brainstorm new ideas and strategies individually and in a team environment.
- Collaboration within the marketing team to determine the types of campaigns that will best serve the marketing plan.
- Ability to convey thoughts clearly and concisely, both verbally and in writing.
- Good communicator with the ability to listen with the intent to fully understand, and execute tasks as required.
- Contribute to the creation and production of valuable and engaging product content for the company website, printed literature, in-branch marketing materials, etc., to attract targeted member groups.
- Proficient in computer skills including, but not limited to, Microsoft Office including Outlook and CRM platforms.

### **EDUCATION/CERTIFICATION**

- Bachelor's degree in Communications, Marketing, or Public Relations, or Business, or in a related field, or a minimum of 4 years related experience with digital marketing, timeline management, and associate-level product management.