



Social Media & Digital Marketing Intern

At Century Federal Credit Union, people are at the heart of everything we do—both the members we serve and the employees who make that service possible. We are proud to foster a workplace culture built on integrity, collaboration, and innovation, where every team member is valued and encouraged to grow. We believe work should be meaningful, purpose-driven, and joyful. Together, our teams help ensure the credit union’s strength, transparency, and regulatory soundness while continually finding better ways to serve, support one another, and make a positive impact.

The Social Media & Digital Marketing Intern supports Century Federal Credit Union’s marketing, branding, and community engagement efforts through assistance with social media management, digital campaigns, graphic design, and content creation. Working under the direction of the Director of Marketing & Community Relations and in close collaboration with the Digital Marketing & Business Development Specialist, this role helps strengthen brand awareness, enhance member engagement, and support organizational business objectives through creative and data-driven digital marketing initiatives across multiple platforms.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assist the Digital Marketing & Business Development Specialist with daily digital marketing, graphic design, and content production tasks.
- Assist with planning, creating, scheduling, and publishing content across social media platforms including, but not limited to, Facebook, Instagram, LinkedIn, TikTok, and other applicable channels.
- Support the development and execution of digital marketing campaigns aligned with promotions, community initiatives, and organizational goals.
- Create basic graphic and multimedia content such as images, short-form videos, reels, and stories using approved design tools while adhering to brand guidelines.
- Monitor social media engagement, comments, and messages and escalate member inquiries or issues to appropriate team members as needed.
- Track, compile, and assist in reporting social media and digital marketing performance metrics including engagement, reach, impressions, and click-through rates.
- Assist with website content updates, email marketing campaigns, and digital advertising initiatives as assigned.

- Support community relations, events, and sponsorship promotions through digital and social media channels.
- Stay current on social media trends, platform updates, and digital marketing best practices relevant to the financial services industry.
- Ensure all content aligns with Century Federal Credit Union's brand standards, compliance requirements, and member focused messaging.

REQUIRED KNOWLEDGE

- Familiarity with major social media platforms and basic content management tools.
- Foundational knowledge of digital marketing principles, analytics, and social media performance metrics.

EXPERIENCE REQUIRED

- Experience with, or willingness to learn, graphic design and content creation tools such as Canva, Adobe Creative Suite, or similar platforms.

SKILLS AND ABILITIES

- Strong written communication skills with attention to grammar, tone, and detail.
- Demonstrated creativity with the ability to follow brand standards, regulatory requirements, and internal guidelines.
- Effective time management skills with the ability to meet deadlines in a fast-paced environment.
- Professionalism and discretion when representing the credit union and interacting with members and the public online.
- Willingness to learn, ask questions, accept feedback, and collaborate with internal stakeholders.

EDUCATION/CERTIFICATION

- Must be enrolled in an accredited four-year institution and have completed at least their sophomore year with a minimum cumulative GPA of 3.0.
- Must be pursuing a relevant field of study such as Marketing, Communications, Digital Media, Business, or a related discipline.