

Meritus Credit Union Job Description

Position Title: Digital Marketing Specialist
Department: Marketing
Reports To: Marketing Supervisor
Status: Non-Exempt

Summary:

The Digital Marketing Specialist is responsible for creating and promoting content for all major digital (social and web) channels, including campaigns, content marketing, and reputation management.

Duties and Responsibilities:

1. Build a social strategy and manage all social channels to drive online traffic, increase brand awareness, and develop member loyalty, while responding to questions or comments in a timely manner. Track, measure, and analyze social media effectiveness.
2. Lead content marketing efforts. Develop branded content for social media platforms including posts, photos, videos, graphics, gifs and/or blogs.
3. Provide assistance with data reports utilizing a range of computer software applications including, but not limited to Microsoft Word, Excel, PowerPoint and specialized data analytics programs.
4. Monitor, track, manage and report all online reputation risks. Includes filing complaints as per compliance regulations and responding to both positive and negative feedback within a timely manner.
5. Maintains and updates website and digital channels as well as accurate contact lists (adding/deleting/tagging contacts) for use in email, social media and other digital campaigns.
6. Communicates with members, staff and other individuals to answer questions, disseminate or explain information as needed.
7. Assist with annual member and staff events as needed.

Job Specifications:

- 1) A bachelor's degree in public relations, marketing, business administration is preferred, but must have at least an associate's degree or equivalent training or work experience in this area.
- 2) In addition to education requirements, applicant is required to have a minimum of two years of related field or equivalent work experience.
- 3) Must be a highly motivated, detail oriented, independent, self-directed, and able to multi-task and work in a fast-paced environment.
- 4) Good verbal and written communication, time management, negotiation, public speaking/presentation, sales and organizational skills required.

- 5) Proficiency with Microsoft Word, Excel, PowerPoint and Outlook.
- 6) A valid driver's license, reliable transportation and adequate auto insurance required for accomplishing job requirements.
- 7) Assist with other duties and tasks as assigned to accomplish the Marketing Department mission.
- 8) Work required includes occasional physical activity including lifting up to 50 pounds, bending, squatting, twisting and reaching.
- 9) Hours of Work: This is a full time position working 40 hours per week between the hours of Monday – Friday, 8:00 am – 5:00 pm. Before and after weekday hours and weekend work is rare, but may be requested of this position.

Disclaimer:

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.