



Digital Marketing Specialist

Department:	Marketing
Reports To:	AVP Marketing
Classification:	Non-Exempt
Salary Grade/Pay:	Grade 11 \$31.79 (min.) - \$39.73 (mid) – 47.68 (max)
Type:	Full Time
Location:	Glendora, CA

Purpose:

Develop, implement, and measure the results of digital marketing campaigns and general digital marketing promotions, achieving a profitable return on investment (ROI) for the credit union's digital marketing budget.

Major Duties and Responsibilities:

- Develop digital marketing direct marketing campaigns for the credit union to increase membership, product adoption, and revenues.
- Ideate and execute digital branding activities to expand awareness and establish brand value.
- Maintain an ongoing list of preferred digital advertising vendors and decide on the appropriate placement of digital ads for marketing campaigns.
- Ideate and execute a digital content strategy to acquire new sales prospects.
- Research and coordinate new digital content opportunities.
- Publish digital marketing content online.
- Implement text message and email marketing campaigns.
- Measure incoming digital traffic and acquisition results.
- Monitor social media and Google Analytics.
- Optimize paid advertising campaigns using SEO and other tools.
- Report on the growth and analytics of campaigns to credit union stakeholders.
- Scale and optimize digital marketing campaigns to maximize ROI.
- Monitor project status and budget for digital marketing campaigns.
- Conduct market research to inform digital marketing campaigns.
- Brainstorm and implement digital marketing experiments and conversion tests.
- Research digital marketing and advertising trends
- Research competitors' pricing and products and report to leadership.
- Manage community-facing blog and social content calendar to raise awareness around money management/stewardship.

- Assist in sales meetings contributing to ways to improve online applications, branch promotion, cross-selling, or reduction in member felt friction points to adopting a new service or product.
- Other Marketing Department duties as assigned.

Expectations:

- Adhere to the principles and requirements of all applicable laws and regulations relating to your position and your ACCU employment, including but not limited to the Bank Secrecy Act (BSA), the anti-terrorism procedures of the Office of Foreign Asset Control (OFAC), and the Anti-Money Laundering (AML) provisions of the USA Patriot Act.
- Work in a relationship-building and collaborative manner that promotes openness to a wide variety of opinions by which the first priority is producing a positive culture, a we-over-me mentality, and win-win solutions.
- Ability to work in a fast-paced environment, deduce clarity from ambiguity, arrange competing priorities as needed, and produce solutions that are both succinct and scalable.

Essential Functions:

- Ability to perform duties as outlined under "Major Duties and Responsibilities."
- Ability to communicate clearly and to be understood.
- Ability to deal with sensitive and confidential information.

Qualifications and Educational Requirements:

- A minimum of two years' experience demonstrating success running digital marketing on platforms such as Meta, Google Ads, LinkedIn, Instagram and Twitter.
- High level aptitude to be able to take ambiguous information and form them into cogent deliverables.
- Able to align with a directed strategy and remove any possible friction points to reach key audiences for membership.
- Overall positive demeanor.
- Previous experience working with ministry and/or non-profit organizations with direct knowledge of the operating practices of these organizations, their felt needs, and the needs of the organization's constituents preferred.
- Bachelor's degree in business, Marketing, or Communication fields preferred.
- Previous financial industry work experience working for, or promoting, a credit union, bank or other financial institution preferred.

Technical Skills Expected

- Experience working with HubSpot or a similar CRM platform.
- Proficiency in running ad campaigns on digital advertising platforms and managing bidding and targeting strategies.
- Working Knowledge of Microsoft Office Suite.
- Ability to write and or speak clearly articulating idea/concepts.
- Working knowledge of Social Media outlets and research emerging platforms.
- Intermediate level experience with a well-known cloud-based Enterprise CRM/Marketing automation platform.
- Working knowledge of WordPress CMS.
- Excel with the ability to write functions, queries, and modify, or prepare, data for importation into CRM system, and data visualization.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel classification. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

ADA Compliance Statement:

In compliance with the Americans with Disabilities Act (ADA), ACCU stands ready to accommodate any qualified employee with a disability who can perform the essential duties of their position, as long as necessary accommodations for that employee's disability don't cause an undue burden to the credit union.

To apply, please visit: AmericasChristianCU.com/Apply