

MARKETING SPECIALIST – FULL-TIME POSITION

MAIN OFFICE
119 FILLMORE AVE
DOVER, OH 44622

The Marketing Specialist is an essential member of the DoverPhila Federal Credit Union marketing team. This position is responsible for digital and traditional marketing efforts and community outreach initiatives to support the credit union's overall goals and objectives. This position reports directly to the Director of Marketing and works closely with other DPFCU departments to gather and create necessary content.

RESPONSIBILITIES

- Assist the Director of Marketing and/or marketing team with planning, coordinating, and executing overall marketing campaign to meet goals and objectives (digital and print).
- Manage day-to-day implementation of digital and traditional marketing, including but not limited to monthly newsletters, social media initiatives, website content and maintenance, email marketing content, and community events/programming.
- Manage and supervise all social media interactions, such as posted content and community interaction.
- Work with Director of Marketing and/or marketing team to create actionable plans to both grow and maintain digital and traditional marketing strategies.
- Assist with writing press releases, media notifications, and other public relations messaging.
- Research industry trends and demographics in the field of membership and develop recommendations for products, services, or credit union programming.
- Ensure brand consistency across all marketing channels.
- Assist in the production of photography, illustration, text, layout design, and programming for marketing purposes, such as newsletters, brochures, advertisements, website content, and social media.
- Assist with maintaining an adequate supply of marketing materials and collateral.
- Handle inquiries about promotional and marketing programs.
- Works with and maintains relationships with various departments, partners/vendors, and other outside contacts to achieve marketing objectives.
- Attends seminars/workshops to stay up to date in marketing field and financial trends affecting the credit union.
- Represents the credit union at public, community, and business events in a professional manner.
- Performs other job-related duties as assigned.

SKILLS & QUALIFICATIONS

- College degree (BS or BA) or equivalent in marketing, communications, advertising, or related field; related work experience may substitute for education.
- 3 to 5 years of similar or related experience.
- Excellent writing, editing, listening, and interpersonal communication skills.
- Knowledge of WordPress.

- Experience with and understanding of Facebook, Instagram, Threads, Pinterest, LinkedIn, TikTok, and YouTube.
- Experience with social media platform management and email marketing platforms (Adobe Express and Mail Chimp).
- Experience with graphic design, video production/editing, and/or photography for social media.
- Proficiency with Adobe Creative Suite, Microsoft Office, WordPress.
- Experience with editing software (e.g., InDesign, Photoshop) a plus.
- Understanding of SEO as it relates to content marketing – or a desire to learn SEO.
- Must have the ability to prioritize tasks and adapt to shifting priorities and deadlines.
- Must have excellent time management, organizational, analytical, and creative abilities.
- Knowledge of marketing, advertising, public relations, and event planning.
- Eager self-starter and problem-solver with the ability to think outside the box; take a vision and make it a reality.
- Working knowledge of the philosophy and structure of Credit Unions.
- Bilingual English/Spanish a plus.
- Typical Monday – Friday work schedule but may include some evenings and/or weekends to fulfill community and credit union commitments.

Responsibilities are listed as guidelines only and the job is not necessarily limited to these duties. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The education, experience, and requirements listed are representative of the knowledge, skill, and/or ability required.

EOE Minorities/Females/Protected Veterans/Disabled. Drug Free Workplace

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