

Marketing Associate/Social Media Coordinator

Overview

City of Boston Credit Union is seeking to hire a Marketing Associate/Social Media Coordinator to increase the acquisition of memberships and member awareness concerning Credit Union products, services community involvement and brand.

ROLE

Ensures that CBCU social media is current, consistent and within CBCU guidelines across all social media channels. Ensures the content of the CBCU "Credit Union in the Community" section of the CBCU website is updated, relevant and complies with CBCU policies and guidelines. At the direction of the VP of Marketing or designee, conducts market research; analyzes factors such as: pricing, distribution of marketing and sales materials. Maintains reporting and tracking of business development initiatives. Assists in the development and execution of marketing objectives. Promotes and fosters strong community and business relationships through community partnerships, outreach and marketing efforts.

DUTIES AND RESPONSIBILITIES

Assist with development and implementation of the overall Credit Union marketing plan.

- Research industry trends and demographics in the Credit Union field of membership and develop recommendations for products and services or marketing programs.
- Participate in the use of data mining tools to identify prospects for crossselling and marketing purposes.
- Create, manage, and implement multiple forms of digital marketing based on strategic marketing goals, including, but not limited to; electronic/email marketing, online advertising, ad words, social media advertising, search engine optimization and audio/visual digital ads.
- Maintain branch lobby collateral including: television content and scheduling, posters/banners and other product/service collateral.
- Assist with development and implementation of various Credit Union marketing initiatives.
- Analyze, research and measurement of campaigns and programs, communicate results and recommend improvements and/or adjustments.
- Maintain knowledge of legal and regulatory compliance in marketing, advertising, products and services, and field of membership requirements.
- Seek out and attend educational opportunities to remain well versed in industry trends.

- Maintain familiarity with applicable legal requirements and regulatory orders.

Manage and maintain CBCU website ensuring content is current and compliant with all applicable policies and regulations.

Manage and maintain the CBCU organic social media presence using timely, creative and relevant content (written, video and photos). Collaborate on strategies to support and build each social channel to consistently increase engagement and drive conversions while aligning to CBCU strategic goals.

- Monitor and manage all Credit Union social media outlets for reputational risk and member service.
- Develop, provide creative assistance on, and schedule monthly content for posting on all designated social media outlets, and report on trending topics and other relevant online data. Develop, execute, and report on marketing campaigns and strategies. Extract and analyze data utilizing database and spreadsheet applications, communicate results and recommend improvements and/or adjustments.
- Create compelling and original content for social media that captures the target audience's attention and influences action; edit content to ensure consistent quality, voice, messaging, and brand adherence.
- Find creative tactics to repurpose content and extend its life and reach to more audiences as well as researching and writing relevant new copy or improving existing content.
- Utilize social media management tools for tracking/posting online interactions on all CBCU social media channels. Maintain a content calendar and records of engagement for annual audits.
- Manage online discussions by reading reviews and discussion forums and respond in a timely, professional manner. • Monitor competitors' products, services and online/social presence to ensure there are no competitive gaps in our products and brand perception.
- Evaluate emerging social media technologies on a regular basis to ensure CBCU remains relevant in this constantly changing marketing space. Provide perspective for adoption of new processes or channels where necessary.
- Monitoring, creation and posting of all social and digital media initiatives across all CBCU platforms to increase awareness of the Credit Union brand and increase current and new member engagement. Stays abreast of the changing environment within social media and digital marketing.

Develop, produce, edit, schedule, and track email campaigns. Maintain Credit Union email database.

Represent the Credit Union at civic and trade functions. Be involved in the community, attending functions, networking and volunteering to raise awareness and promote the Credit Union's image via social media channels and press as a community partner.

- Coordinate activities to ensure a consistent message in accordance with City of Boston Credit Union, policies and brand.
- Stay abreast of new and emerging community events that match organizational goals.

Facilitate financial literacy education seminars for groups both in-person and online within the Credit Union charter area.

- Obtain/maintain certification in financial education.
- Assist in the planning and execution of virtual seminars, events, chamber activities and sponsorship.

Monitor and maintain inventory of marketing promotional supplies and collateral materials for branch and event distribution and determine when to reorder and place orders to replenish inventories.

Perform all other duties and activities as assigned.

EDUCATION/CERTIFICATION/EXPERIENCE REQUIRED:

- Bachelor's Degree in marketing, communications, business, or related field.
- A minimum of one year of similar or related experience in a financial institution is preferred.
- Valid MA Driver's License.

SPECIFIC JOB SKILLS

- Ability to extract and analyze data utilizing database and spreadsheet applications. Strong analytical skills and data-driven thinking.
- Excellent verbal and written communications skills, including copy writing, editing, and proofreading with clear and concise communication.
- Computer skills, including word processing, database management, spreadsheets. Graphic design skills a plus.
- Knowledge of current and emerging social media platforms and social media management.

- Proficient in digital and email marketing platforms.
- Interpersonal skills necessary to deal courteously and effectively with a diverse group of members, vendors, community and co-workers.
- Ability to work with minimal supervision.
- Attention to detail and accuracy.
- Excellent organization and time management skills.
- Flexibility to deal with unexpected events. Required to attend meetings and events that may occur outside of regularly scheduled work hours.
- Ability to exercise judgment, initiative and tact in dealing with the community, members, management and staff.
- Ability to work collaboratively with internal and outside stakeholders, and vendors to further the mission
- Knowledge of Credit Union operations, policies and procedures is preferred.

SCHEDULE

Flexible 35 hours, dependent on outside meetings, functions and events.

Job offer will be contingent upon completion of satisfactory reference, criminal, and financial background checks and passing of pre-employment drug and alcohol screening test.

City of Boston Credit Union is an Equal Opportunity Employer. It is the policy of the Credit Union to ensure equal employment opportunity in all aspects of employment and to strive to employ and promote the best qualified person for each job.

In accordance with the Americans with Disabilities Act (ADA), City of Boston Credit Union will provide reasonable accommodation when requested by a qualified applicant or employee with a disability, unless such accommodation would cause an undue hardship. The policy regarding requests for reasonable accommodation applies to all aspects of employment, including the application process. If reasonable accommodation is needed, please contact Carol Donovan, Human Resources Manager, at cdonovan2@cityofbostoncu.com or 617-616-9473.