



**JOB TITLE:** Marketing and Member Engagement Specialist

**DEPARTMENT:** Marketing

**REPORTS TO:** Marketing and Community Outreach Manager

**SCHEDULE:** Vary, including evening hours and/or weekends.

**OBJECTIVE:**

The Marketing and Member Engagement Specialist plays a key role in promoting SRFFCU's products, services, and brand while building strong, lasting relationships with members. This position blends digital marketing, content creation, and community engagement to deliver impactful campaigns to membership segments that enhance member experience and drive organizational growth.

**RESPONSIBILITIES:**

- **Digital Marketing**
  - Plan and execute campaigns across email, social media, website, and paid channels.
  - Manage content updates, SEO, and marketing automation tools to create personalized member journeys.
  - Track performance metrics and optimize strategies for maximum impact.
  - Podcast collaboration: Partner with internal teams and external agencies to plan, prepare, and execute podcast recordings; serve as interviewer and/or interviewee; confidently appear on camera for video content; assist in preparing news segments.
- **Member Engagement**
  - Lead the Student Savers Program, including scheduling school and staff visits, financial literacy sessions, and branded giveaways.
  - Organize events, financial education programs, and community outreach initiatives.
  - Represent the credit union at local events and foster strong member and staff relationships.
- **Communications and Content**
  - Collaborate on development of bilingual (English and Ukrainian) communications and marketing content across multiple channels.
  - Ensure brand consistency in all messaging and materials.
- **Onboarding and Retention**
  - Support new member onboarding workflows and retention strategies.
  - Segment audiences for targeted outreach and engagement.
- **Data and Insights**
  - Analyze member engagement data to identify trends and opportunities.
  - Manage automated workflows and continuously improve campaign performance.
- **Collaboration and Compliance**
  - Partner with internal teams to align marketing initiatives with organizational goals.
  - Ensure compliance with industry regulations and manage vendor relationships.
- **Other**
  - Must maintain strict confidentiality of private information. Keep secure all confidential information.
  - Required to participate in all credit union training programs. Follows policies and procedures daily to ensure compliance with current regulations.
  - Thoroughly understand each product/service and benefit that the credit union offers.

- Stays current with the usage of technology demonstrating their usage in mobile banking to members while migrating them to alternative delivery channels when appropriate.
- May be required to participate in credit union committees, including but not limited to marketing, compliance, IT.

## **QUALIFICATIONS:**

**Education/Experience:** Bachelor's degree in marketing, communications, business, or related field. 3+ years of experience in marketing, communications, or member engagement (financial services preferred).

## **Other:**

- Strong writing, editing, and communication skills.
- Experience with digital marketing platforms, automation tools, and CRM systems.
- Excellent organizational and project management skills.
- Ability to work collaboratively across teams and manage multiple priorities.
- Enthusiastic for community involvement and member advocacy.
- Being a team player that is considerate of other employees.
- Maintain a professional appearance and demeanor.
- Must demonstrate self-initiative skills.
- Bilingual: must be fluent in English and Ukrainian.

## **Physical Requirements:**

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Must possess sufficient manual dexterity to skillfully operate standard office equipment including but not limited to a computer, scanner, adding machine, facsimile machine, photocopier, and telephone. A telephone device to enhance hearing will be provided if needed. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk, sit; use hands to finger, handle or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop; kneel, crouch or crawl; talk, hear or smell. The employee must occasionally lift and/or move up to 30 pounds.

## **Availability Requirements:**

Must maintain regular and acceptable attendance and be available to work your normal scheduled hours per week or such hours per week as the credit union determines necessary to meet the members' needs.

## **Work Environment:**

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Employees must be able to relate to other people beyond giving and receiving instructions: (a) can get along with co-workers or peers without exhibiting behavioral extremes; (b) perform work activities requiring negotiating, instructing, supervising, persuading or speaking with others; and (c) respond appropriately to criticism from a supervisor. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.