

Senior Marketing Specialist Job Description

Full-time/Exempt position

Reports to the Marketing and Business Development Manager

Location: Washington, DC

OBJECTIVE

At IDB Global Federal Credit Union, we build and strengthen relationships with members by providing them with smart financial solutions while living our values. We are looking for a Senior Marketing Specialist who will play a critical role in helping to develop and implement the overall marketing strategy for IDB Global Federal Credit Union. Reporting to the Marketing and Business Development Manager, the senior marketing specialist will be responsible for developing and implementing marketing campaigns and events and monitoring marketing programs across a variety of channels.

DUTIES & RESPONSIBILITIES

1. MARKETING CAMPAIGNS AND MATERIALS

- Lead projects and develop marketing campaigns, brand collateral, and long-term strategies to influence the conversion of our membership or potential membership. Collaborate in the development of the annual marketing plan.
- Generate and produce content and marketing products to promote through multichannel result-driven campaigns, including but not limited to emails, digital banners, printing materials, and events.
- Write, organize content, and design marketing collateral (e.g., brochures, newsletters, landing pages, posters, annual report, training guides).
- Assist in generating, integrating, and translating credit union membership and market research data into marketing opportunities and tactics.

2. EVENTS

- Responsible for the development and implementation of strategic events annual plan, including but not limited to events at HQ and online events. Schedule, coordinate, and attend Credit Union events, meetings, and presentations. Write talking points for speakers when needed.
- Organize and coordinate the Credit Union Annual Meeting, annual elections, annual luncheon, educational seminars, and other events such as webinars and one-on-one meetings for members with Credit Union representatives from the various added value and educational programs, (for example, Real Estate, Car Buying Services, Investment Services, Taxes, etc.)

3. REPORTING

- Maintain and deliver reports for marketing campaigns and other marketing and educational initiatives to support the growth and expansion of the Credit Union business. Measure and test the effectiveness of the marketing efforts produced and continually improve it based on the results of the data that is gathered and analyzed.

4. COLLABORATION

- Oversee the work of external vendors, including but not limited to content providers, designers, digital, brand, and event planning agencies. Obtain price estimates from vendors to ensure that costs stay within the annual budget amount, as directed by the marketing plan.
- Work closely with the Digital Marketing Specialist in maximizing digital channels.
- Maintain contact with present and future membership groups to encourage good relations and cooperation.

SKILLS

- Ability to translate complex, innovative product launches into clear and easily understandable marketing materials.
- Team player who can build strong relationships with different teams.
- Quick learner with exceptional ability to master new concepts and software applications.
- Detail-oriented and effective at managing and prioritizing multiple tasks under a tight schedule.
- Extensive coordination with others is key to this position, so organization and time management are critical.
- Strong attention to detail and rapid problem-solving.
- Excellent interpersonal and organizational skills.

QUALIFICATIONS

- Bachelor's degree or Master's degree in Marketing/Communications/Public Relations/Business or a related discipline.
- 6-8 years of marketing, consulting, and/or agency experience.
- Bilingual in both English and Spanish is a mandatory requirement to perform in a multicultural environment.
- Hybrid work model (2 days remote, 3 days at the office – mandatory).
- Exceptional writing, editing, proofreading, and research skills.
- Graphic design experience desirable: Adobe Illustrator.
- Previous knowledge and/or experience with financial institutions/not-for-profits a plus.
- Must have work permit, if not a US citizen.