

## **Sr. Digital Marketing Specialist Job Description**

Full-time/Exempt position

Reports to the Marketing and Business Development Manager

**Location: Hybrid/Washington, DC**

### **OBJECTIVE**

The Senior Digital Marketing Specialist 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 Digital Marketing Specialist will drive our content strategy, create engaging and informative content, and enhance our brand's online presence.

### **DUTIES & RESPONSIBILITIES**

#### **1. CONTENT & DIGITAL MARKETING**

- Develop and execute comprehensive content & digital marketing strategies that align with overall marketing goals to drive traffic, engagement, and conversions across multiple online platforms.
- Create and manage engaging content for various platforms, including blog posts, social media -LinkedIn, Instagram, Facebook, Twitter-infographics, email campaigns, etc. Plan, manage, and optimize paid campaigns to increase reach.
- Lead the new website launching project, including navigation layout, content development, look and feel, etc. Manage the relationship with the selected vendor. Conduct keyword research and SEO audits and implement SEO tactics to optimize content.
- Collaborate with the Senior Marketing Specialist to plan and execute marketing campaigns to promote products and services, including audience segmentation and performance analysis.
- Optimize the use of other digital tools such as the app, online banking portal, etc.
- Analyze and implement new channels of promotion like SMS or WhatsApp.
- Manage and maintain the content calendar to ensure timely delivery across all channels.

#### **2. ANALYTICS**

- Maintain and deliver monthly reports for content & digital tool performance using analytics tools, measuring and testing the effectiveness of the marketing efforts and making data-driven recommendations for improvement.

### 3. COLLABORATION

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

### SKILLS

- Strong understanding of digital marketing concepts, strategies, and best practices.
- Strong analytical skills and the ability to interpret data to make informed decisions.
- Exceptional writing, editing, proofreading, and research skills.
- 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, Digital Marketing, Communications, or a related discipline.
- Proven experience with digital marketing tools and platforms, including Google Ads, Facebook and LinkedIn Ads Manager, Google Analytics, SEO tools, and email marketing software.
- 6-10 years of digital marketing, consulting, and/or agency experience.
- Bilingual in English and Spanish is mandatory to perform in a multicultural environment.
- Hybrid work model (2 days remote, 3 days at the office).
- Graphic design knowledge: Adobe Illustrator.
- Previous knowledge and/or experience with financial institutions/not-for-profits a plus.
- US citizenship or work permit is required.