

## **Senior Marketing Specialist Job Description**

Full-time/Exempt position  
Reports to the Marketing 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. As a senior marketing specialist, you will be responsible for executing marketing campaigns and monitoring marketing programs across a variety of channels.

Reporting to the Marketing Manager, the Senior Marketing Specialist will play a critical role in helping to develop and implement the overall marketing strategy for IDB Global Federal Credit Union.

### **Duties & Responsibilities**

- Lead projects and develop marketing campaigns, brand collateral, and long-term strategies – overseeing the work of external consultants, including but not limited to digital providers (email, website), content providers and event planning agencies
- Manage brand resources and processes to enable consistent brand delivery, i.e., message frameworks, visual assets, key terminology, accurate data and highlights
- Work closely with Marketing Manager to support the organization's growth by developing content marketing and demand generation strategies that drive awareness and engagement with the IDB Global Federal Credit Union Brand
- Develop communications, outreach, and/or marketing strategies – include message delivery for initiatives that aim to influence conversion of our membership or potential membership
- Meet and understand the messaging needs of internal stakeholders
- Write and organize content for marketing collateral (e.g., brochures, newsletters, web sites, posters)
- Ensure suitability and optimization of copy for all messaging mediums, focusing on consistency in style and tone, relevancy for target groups and alignment within the Credit Union brand and messaging
- Focus on opportunities to improve Lead and Conversion tracking, as well as A/B Testing
- Measure and report on website performance, conversion, member behavior on website, member journey path, and page performance; continually use this data to improve website

- Responsible for the development and implementation of strategic events that drive content generation
- Assist in generating, integrating and translating Credit Union membership and market research data into marketing opportunities and tactics
- Identify and create target marketing segments within digital marketing tool
- Work closely with the digital marketing specialist in identifying and maximizing digital messaging opportunities and enhancements
- Assist in developing marketing material to achieve target goals
- Obtain price estimates from vendors and work with vendors for the production and design of marketing collateral materials
- Ensure that costs stay within annual budget amount, as directed by the marketing plan.
- Proofread marketing materials and ensure that collateral materials are bilingual, accurate, and comply with regulatory guidelines
- Measure and test the effectiveness of the material produced and continually improve it based on the results of the data that is gathered and analyzed
- Maintain contact with present and future membership groups to encourage good relations and cooperation
- Schedule, coordinate, and attend Credit Union events, meeting and presentations
- Organize and coordinate the Credit Union Annual Meeting, Annual Elections, 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.)
- Maintain and deliver reports for marketing campaigns and other marketing and educational initiatives to support the growth and expansion of IDB GLOBAL Federal Credit Union products and services
- Act as back-up for the Marketing Manager in the areas needed, especially with updates at the Credit Union website to reflect current rates
- Design, develop and implement training guides for members on new Credit Union products and services to facilitate enrollment and promote service usage
- Complete other projects assigned by the Marketing Manager

## Qualifications

- Bachelor's degree in Marketing/Communications/Public Relations/Business or a related discipline
- Master's degree a plus
- Project Management and Event planning experience
- Exceptional writing, editing, proofreading, and research skills
- High degree of creativity is required
- Ability to translate complex innovative product launches into clear and easily understandable marketing materials
- 4 - 6 years of marketing, consulting, and/or agency experience
- Solid experience in market research, analytics, and segmentation

- Graphic design experience desirable: Adobe Illustrator
- Strong commitment to our mission and understanding of cultural competency
- Strong communication skills – verbal, written and analytical
- Team player who can build strong relationships with different teams
- Good understanding of web based and online marketing strategies as well as organic search, keyword optimization and reporting metrics
- Knowledge about financial institutions/not for profits a plus
- 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
- Must feel comfortable speaking in public and presenting information in a professional manner to a variety of groups on behalf of the Credit Union
- Extensive coordination with others is key to this position, so organization and time management are critical
- Must have work permit, if not a US citizen
- Be able to function as back-up to Marketing Manager when needed
- Fluent in Spanish is a mandatory requirement to perform in multicultural environment