

eMarketing Specialist Fairborn, Ohio

Wright-Patt Credit Union is an organization of people...people here to serve our members through life in a truly different way. Over the past 75 years, Wright-Patt has grown to serve more than 1,100 employee groups, individuals in seven counties in the Miami Valley, and many communities in Cincinnati, Ohio. With 22 member centers and over \$1.9 billion in assets, Wright-Patt now proudly serves over 200,000 member-owners.

Wright-Patt Credit Union is currently seeking an eMarketing Specialist who will be responsible for developing and marketing dynamic strategies leading to the increased use of the credit union's eServices, optimizing the credit union's online market share, and gaining online exposure and results for credit union campaigns and programs.

MAJOR ACTIVITIES:

- Responsible for marketing and promoting the credit union's electronic and digital services (i.e. home banking system, bill pay, mobile devices, Call-24 Phone system etc.), including: annual planning and budgeting, development of marketing campaigns, copy writing, advertising, research, metrics and results reporting, promotion and branding.
- Manages and executes the credit union's internal and external eMarketing channels (i.e. website, microsite(s), blog(s), facebook, twitter, mobile technology etc.) strategic plan, which includes: developing an annual plan and budget; serving as the primary social and new media expert; ensuring the credit union's marketing message/brand is dynamic, content is compliant and relevant on a daily basis; coordinating, posting and monitoring content; answering member/customer inquiries; reviewing and enhancing the user experience to encourage greater participation in the credit union; researching trends and implementing new opportunities; and, reporting monthly metric results.
- Develops and implements a dynamic and integrated online plan, to boost and ensure the credit union's online market share, including but not limited to: search engine optimization (SEO), link traffic, organizing source code data, keyword research and evaluation, and web content creation.
- In a supportive role, identifies and executes appropriate cost-effective tactical eMarketing and/or eAdvertising components, such as pay-per-click (PPC) advertising, to support and ensure the success of the marketing department's projects and campaigns.
- Other duties as assigned.

REQUIREMENTS:

- The eMarketing Specialist position requires a Bachelor's (BA/BS) Degree in marketing, electronic marketing, communications, advertising or closely related field.
- Experience with development, execution and technical savvy in marketing disciplines including eMarketing, member communication, advertising, promotion, branding, public relations, website management and copywriting.

- The candidate can demonstrate experience with successful marketing campaign development, design and execution, copy writing and eMarketing.
- The position requires a working knowledge and demonstrated technical savvy in electronic and digital marketing, search engine optimization tactics and understands HTML programming concepts.
- A working knowledge of graphic design software and web-based software is desirable.
- Must also have a working knowledge of Microsoft Office products.
- Ability to appropriately respond to criticism from supervisors

Our competitive benefits package includes Medical, Dental, and Vision Insurance, 401(k) Program, Profit Sharing, Paid Vacation and Holidays, Tuition Reimbursement, Short Term Disability, Long Term Disability, Life Insurance, Discounted Loan Rates, and Premier Member Accounts.

Wright-Patt Credit Union is an equal opportunity employer. Women & Minority candidates are encouraged to apply.

To apply, please visit www.wpcu.coop/careers and submit an online application and resume.