



JOB OPPORTUNITY

Position: Digital Media Coordinator

Department: Marketing

Reports to: Marketing Manager

Pay Basis / Classification: Hourly / Nonexempt

Do you have an "untapped" creative side you can't wait to use at work? Are you passionate about social media with fantastic digital skills? Are you ready to have fun at work on the daily with a great team?

A brand-new position for Extra Credit Union! The Digital Media Coordinator may be right up your alley if you are a digital devotee and ready to love creating content for social media, websites, podcasts, and all things digital! The Digital Media Coordinator needs not only creativity, but also digital media skills and a desire to help spread the message about how amazing Extra Credit Union is to our community far and wide! Using analytics and software tools, the Digital Media Coordinator will develop and maintain content for social media with scheduled posts, streaming, and message responses on behalf of the Credit Union in addition to doing website updates and taking photos and videos to share with our online community. If this sounds interesting, we want to talk to you!

Role: The role of the Digital Media Coordinator is to support the development and distribution of digital content to achieve marketing and credit union goals. This position conducts market research regarding emerging trends in digital media and provides recommendations to the Marketing Manager and Vice President of Marketing based on this research. The Digital Media Coordinator is responsible for planning, developing, and engaging digital and social media content as directed to advance the marketing plan and Extra Credit Union's strategic goals.

Essential Functions and Responsibilities

- Create content for internal and external communications as directed by the Marketing Manager. The Digital and Media Coordinator will present a content schedule in

advance for approval by the Marketing Manager and Vice President of Marketing.

Create and maintain content for social media and website platforms including, but not limited to, Facebook, X, TikTok, YouTube, Threads, Instagram and LinkedIn, as well as other digital platforms as directed. Respond to reviews and posts in a timely manner consistent with Extra Credit Union guidelines.

- Evaluate the success of social media content and marketing utilizing available analytics and report results to the Marketing Manager and Vice President of Marketing.
- Take photos/videos for internal and external communication needs. This includes attending events to document activities. Edit photos and videos and distribute within proper communication channels. Share stories of members/grant recipients to demonstrate the Extra Credit Union's value proposition.
- Work with other members of the Marketing staff to continually review and update the credit union website, including developing new content and providing innovations for new member service solutions.
- Conduct market research and make recommendations for digital media engagement and modifications or improvements as directed.
- Partner with marketing staff and the Marketing Manager and Vice President of Marketing to develop advertising programs and collateral materials. Assist in advertising and sales promotions and rollouts while mastering internal and external deadlines.
- Work with Credit Union staff to maintain and update the mobile application.

Knowledge and Skills

- A college degree in related field or completion of a specialized and extensive in-house training or apprenticeship program or extensive relevant experience in lieu of degree.
- Three to five years of similar or related experience.
- Exceptional interpersonal and communication skills.
- Must be organized and pay attention to detail; needs to work well under pressure and meet tight deadlines.
- Advanced knowledge of Microsoft Office Suite and basic knowledge of website maintenance and social media techniques required.