

Marketing Copywriting & Digital Specialist

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| Employee: | | FSLA Classification: | Exempt |
| Department: | Marketing | Updated: | December 2021 |
| Reports To: | Director of Marketing | | |

SUMMARY: The Marketing Copywriting & Digital Specialist is responsible for connecting with members, potential members and fellow employees through compelling content and copywriting using various media. This individual has a passion for copy writing, storytelling, creating content, mastering the written word, networking, and working with technology. Primary communication focus is credit union-wide messaging with an emphasis on Sun Federal's unique, mission-driven cooperative Brand message. Occasionally organizes credit union-wide special events/fundraisers and coordinates select CU promotions. Is overall willing to learn and grow in role; work with other employees, connect with members and form partnerships with vendors. In this fast-paced and caring environment, all communications, and work ethic should embrace the relational and mission-centered purpose of "People Caring About People" for a lifetime.

ESSENTIAL DUTIES & RESPONSIBILITIES

Employee must effectively carry out the following essential duties and responsibilities of this position in a manner that consistently demonstrates Sun Federal's mission, values, and culture. Other duties may be assigned.

1) Copy Writing, Content Creation & Storytelling

- a) Using various media, responsible for Credit Union copy writing, content creation and proofing for:
 - i. Internal/external communications
 - ii. Campaign messages
 - iii. Social media messaging
 - iv. Financial education articles
 - v. Special events information
 - vi. Advertisements
 - vii. Website copy & Search Engine Optimization (SEO) keywords
 - viii. Press releases
 - ix. Other areas as needed
- b) Contributes to overall campaign theme related messaging, both short and long-range, to ensure the membership & profit growth, expansion, and awareness of credit union's products and/or services.
- c) With a focus on communicating Sun Federal's mission-driven message (aka "voice"), develops and executes supporting copy to communicate product/service awareness/special offers, the credit union movement, member stories/testimonials, and other vital information to ensure the profit growth, expansion and awareness of credit union's products and services.
- d) Plans/develops/coordinates content to educate members on their financial wellness or SFCU products and services.
- e) Ensures copy writing is developed for the appropriate target audience; style is compelling, connects emotionally and is solutions driven; communicates Sun Federal's brand message in an engaging way.
- f) Provides cross-departmental messaging assistance as deemed appropriate by the Director of Marketing.
- g) Collaborates/coordinates with Marketing Brand Specialist to ensure harmony between voice and design.
- h) Writes other copy assets as required (i.e. narratives, applications, procedures, etc.)

2) Digital Marketing

- a) Stays up to date on current trends and generates content for social media, email marketing and key Search Engine Optimization content strategies.
- b) Implements a digital media strategy that aligns with business goals.
- c) Social Media
 - a. Grows and maintains Sun Federal's presence in the social media arena
 - b. Develops and implements a social media calendar that aligns with the annual marketing calendar.
 - c. Ensures appropriate usage and maximum effectiveness of SFCU's social networks and advertising tools.
 - d. Monitors social media channels and addresses member reviews, questions, and comments.
 - e. Tracks member feedback.
 - f. Coordinates social media efforts with Business Development Officers to ensure appropriate usage and maximum effectiveness of SFCU's social networks.
 - g. Collects insights of social media activities and deciphers its contribution to the campaign's success.
 - h. Organizes effective social media advertising campaigns within allotted budget.
 - i. Monitors social media activity (i.e. comments, Business Development activity) and responds, if needed, in a timely manner.
 - j. Creates/formats associated imagery for social media communications in collaboration with the Marketing Brand Specialist.
- d) Website
 - a. Produces/maintains copy for our website (i.e. product/service updates, blog posts, etc.).
 - b. Produces/posts educational content.
 - c. Is familiar with recommending/implementing content for Search Engine Optimization.

3) Events and Fundraisers

- a) Oversees and coordinates member events including (but not limited to) membership annual meeting, campaign celebrations, product launch parties and evening marketing related events.
- b) Leads the annual scholarship campaign.
- c) Assists/coordinates internal fundraisers and external outreach assistance respectively.

4) Assumes responsibility for ensuring professional relations with members, trade professionals, fellow employees, and external contacts.

- a) Ensures the delivery of products, services and/or affinity items within established timeframes.
- b) Communicates with outside advertising agencies regarding ongoing campaigns.
- c) Ensures that members and employees are well informed of our products and services through continual communication using appropriate marketing channels (i.e. email, online banking, website, etc.).
- d) Maintains professional relations with competitors and trade contacts. Utilizes opportunities to network and build business alliances.
- e) Promotes goodwill and a positive reputation and image of the Credit Union.
- f) Monitors service delivery and ensures that requests, needs and questions from members, employee and vendors are promptly resolved.
- g) Ensures information regarding Credit Union products, programs and promotions is appropriately provided.
- h) Continuously monitors and evolves the Sun Federal CU brand message and takes corrective action where needed and suggests updates to the Brand Standards Manual.
- i) Upholds brand standards with various constituents as outlined in SFCU's Brand Standards Manual.

5) Assumes responsibility for establishing and maintaining effective communication and coordination with Credit Union personnel and management.

- a) Assists and supports related departments. Obtains and conveys information as needed.
- b) Keeps Director of Marketing informed of area activities and of any significant problems.
- c) Attends and participates in meetings and committees as required.
- d) Completes reports, records, and other documentation as required.
- e) Provides backup to the Marketing Brand Specialist as needed.

6) Assumes responsibility for the planning, support/development, and implementation of effective marketing strategies.

- a) Assists Director of Marketing in achieving short and long-term objectives, goals, and strategies.
- b) Conducts research on market trends as needed.
- c) Contributes to the success of the credit union goals by working to support the objectives of the annual Marketing Calendar.
- d) Collaborates with Business Intelligence Analyst to:
 - 1. Understand the profile of the target audience.
 - 2. Report Social Media insights to help further analyze the success of campaigns.
- e) Monitors the Credit Union's risk and exposure in the digital world by carefully protecting Credit Union and member information and keeps a close watch on how the Credit Union is presented within our digital channels.
- f) Ensures the timely implementation of special events and campaigns as assigned.
- g) Ensures all marketing channels and tools are utilized to their fullest capabilities, where appropriate, to effectively reach members and/or maximize workflow efficiency.
- h) Assists with campaign set up and execution when needed.

Expectations of Employees

- a) Supports and advances Sun Federal's mission, vision, values, and culture. Accepts responsibility to live Sun Federal's culture. Makes a positive contribution to business plan objectives, goals, and outcomes. Follows Sun Federal's Service Behaviors. Shows professionalism, empathy, and respect in all interactions with members, internal and external.
- b) Takes personal responsibility to actively listen to the members, understand their needs and takes initiative to help them is your priority. While some have little direct member contact, every position at Sun Federal supports the member.
- c) Takes ownership of job duties. Offers team members assistance when necessary to help develop a fully competent and cohesive workforce. Recommends and develops process improvements and procedures to enhance productivity and improve service.
- d) Responsible for personal development through training, collaboration, and teamwork. Understands and adheres to all policies, procedures, and regulations. Maintains knowledge of regulations appropriate for position (i.e. Bank Secrecy Act, OFAC, etc.) and attends all training as it relates to position related regulations.
- e) Adheres to Sun Federal's security procedures and safeguards member information.
- f) Demonstrates professionalism in dress, tone, flexibility, and communication.
- g) Consistently acts as part of a cohesive team, demonstrating excellent interpersonal skills and the ability to interact positively with other employees. Maintains open and respectful communication with other departments. Handles conflict directly and discreetly.

PERFORMANCE MEASUREMENTS

1. Marketing messages and materials are free from errors & coordinated with Credit Union-wide goals and strategic objectives.
2. Credit Union information, products, services, and member privacy are carefully protected.
3. Good communication and coordination exist with outside business contacts and trade professionals.
4. Projects are completed within deadlines. Problems are tracked, researched, and resolved promptly with a professional and caring spirit.
5. Effective working relations exist with all departments. Assistance is provided as needed.

QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of knowledge, skill and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. The individual must be able to successfully pass background checks.

EDUCATION/CERTIFICATION: Bachelor's degree in marketing or an equivalent combination of experience and training.

KNOWLEDGE: Experience with copywriting, content creation, digital marketing, search engine optimization, social media management or a strong desire and ability to learn. Strong understanding of advertising rules & regulations and knowledge of network security, infrastructure, protocols, and applications of e-commerce transactions. Excellent understanding of business and data modeling including process and operational flow, and business rules for information systems. Knowledge of the latest technologies for e-business operations including network infrastructure for both data and telecom systems. Thorough understanding of Credit Union operations, products, and services. Thorough knowledge of industry trends, opportunities, products, and competitors. Well-versed in credit union marketing & advertising compliance, based on the rules set by the National Credit Union Administration.

EXPERIENCE REQUIRED: One to three years of related marketing and copy writing experience. Event planning experience recommended.

SKILLS/ABILITIES: Able to organize, coordinate, and complete projects. Strong oral and written communications abilities. Solid analytical and technical abilities. Well-versed in multitasking and troubleshooting. Ability to accept constructive feedback/input and make revisions as needed. Good accounting and budget development skills. Excellent presentation skills. Advanced computer skills including intermediate proficiency with Microsoft Office; can perform basic functions in Adobe Creative Suite; able to apply and develop e-commerce network solutions.

FINGER DEXTERITY: Using primarily just the fingers to make small movements such as typing, picking up small objects, or pinching fingers together.

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| TALKING: | Especially where one must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly. |
| AVERAGE HEARING: | Able to hear average or normal conversations and receive ordinary information. |
| REPETITIVE MOTIONS: | Movements frequently and regularly required using the wrists, hands, and fingers. |
| AVERAGE VISUAL ABILITIES: | Average, ordinary, visual acuity necessary to prepare or inspect documents or products, or operate machinery. |
| PHYSICAL STRENGTH: | Light work; exerts up to 20 lbs. occasionally and/or up to 10 lbs. frequently. |

WORKING CONDITIONS: No hazardous or significantly unpleasant conditions. (Such as in a typical office.)

MENTAL ACTIVITIES

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| REASONING ABILITY: | Ability to apply logical or scientific thinking to define problems, collect data, establish facts, and draw conclusions. Able to <u>interpret</u> a variety of technical instructions and can deal with <u>multiple variables</u> . |
| MATHEMATICS ABILITY: | Ability to compute discount, interest, profit, and loss; commission markup and selling price; ratio and proportion and percentage. Able to perform very simple algebra. |
| LANGUAGE ABILITY: | Ability to read periodicals, journals, manuals, dictionaries, thesauruses, and encyclopedias. Ability to prepare business letters, proposals, summaries, and reports using prescribed format and conforming to all rules of punctuation, grammar, diction, and style. Ability to conduct training, communicate at panel discussions, and to make professional presentations. |

JOB DESCRIPTION INTENT & PURPOSE

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by managers as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended as and do not create employment contracts. Sun Federal maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

Employee Signature

Date

This Job Description is not a complete statement of all duties and responsibilities comprising this position.