

POSITION DESCRIPTION

CCCU MISSION STATEMENT

Our mission is to partner with members and ministries to help them become better stewards and achieve their financial goals.

VISION STATEMENT

Making a positive difference.

CLASSIFICATION:	DIGITAL MARKETING MANAGER
FLSA STATUS:	NON-EXEMPT
REPORTS TO:	SENIOR WEB/GRAPHIC DESIGNER VICE PRESIDENT/MARKETING & COMMUNICATIONS
LOCATION:	REMOTE – SAN DIMAS
HOURS:	MONDAY - FRIDAY, 8:00am to 6:00pm (Flexible 40 hours per week) Management reserves the right to modify the work schedule as necessary.

GENERAL RESPONSIBILITIES:

The primary responsibility of this position is to assist Christian Community Credit Union to live out its Mission and Vision daily, in every member and/or staff interaction. This position is responsible for providing outstanding service in every service interaction. A key element of this outstanding service is to identify the needs of our members and recommend an appropriate solution that will help them become better stewards and achieve their financial goals.

Reporting to the Senior Web/Graphic Designer, the Digital Marketing Manager will lead digital marketing strategy and execution, as well as transform the user experience of CCCU's digital properties. This position is responsible for generating significant member and revenue growth, requiring a visionary yet hands-on leader who is technologically savvy, has deep experience across digital and social media platforms, and has a passion for human-centered design.

PRINCIPAL ACCOUNTABILITIES:

- Bring Christian Community Credit Union's mission, purpose, and products to life across digital channels
- Build consumer- and ministry-facing digital marketing acquisition strategies that drive traffic and convert it into membership and product growth including paid media, social media, influencer marketing and content strategy
- Partner with others to construct the road map to overhaul the member experience across the Credit Union's web properties and mobile app, resulting in an integrated strategy to improve marketing ROI, acquisitions, retention, and deepen member engagement
- Define member journeys and develop UI/UX design principles
- Work cross-functionally with other teams, including Operations and Ministry Lending, to help the Credit Union meet its strategic plan objectives. Create and implement strategies to improve marketing campaign attribution across online and offline channels
- Own day-to-day management and optimization of Google, Facebook, and other digital marketing and social media platforms. Channel ownership includes SEM, SEO, Display, Social Media, Online Video, Streaming Audio, App Marketing, and Affiliate Marketing.
- From a marketing perspective, lead journey mapping, customer insights gathering, and usability testing, incorporating them into UX design
- Develop and implement social media campaigns (both paid and organic) that expand the Credit Union's reach and engagement and ultimately drive membership and product growth

- Develop and implement the overarching content marketing strategy for the Credit Union, with a focus on financial stewardship resources for ministries and individuals. Manage content partner relationships and editorial calendar across owned digital channels (primarily social and web) and partner channels.
- Identify Christian influencers to partner with the Credit Union to help expand its reach and engagement on social media platforms. Cultivate and manage those influencer relationships.
- Analyze and report on digital marketing performance, identifying and implementing strategy changes to improve performance
- Work closely with the design team to test and implement new creative and messaging strategies across digital channels
- Collaborate with Marketing team members, stakeholder teams, and agency partners to ensure digital marketing strategies achieve the Credit Union's goals and business objectives
- Ensure regulatory compliance on marketing promotions and Credit Union products
- Deliver outstanding service that meets the expectations of our Service Promises:
 - Honor God in how we serve you.
 - Exceed your expectations.
 - Appreciate our partnership.
 - Recognize your needs and recommend the best possible solution.
 - Treat your requests in a timely and confidential manner.
- Demonstrate enthusiastic support of corporate mission, core values and long-term objectives
- Meet or exceed the standard score on the annual product knowledge certification
- Meet or exceed sales and service goals as established by the Credit Union
- Comply with all regulatory requirements for financial institutions, including but not limited to Bank Secrecy Act, Anti-Money Laundering, USA Patriot Act, OFAC and Fair Lending Regulations
- Perform other related duties as assigned

REQUIREMENTS:

Bachelor's degree required (ideally in Marketing, Graphic Design, Communications, or a related field)
 Minimum seven years of experience in B2C and B2B marketing and e-Commerce with a focus on digital and social media required

Strong writing and editing skills required

Experience in cultivating and managing social media influencers preferred

Expertise in human-centered design preferred

Proficient in Adobe Creative Suite (Photoshop, InDesign, Illustrator and Acrobat) a plus

Knowledgeable with Canva a plus

Extensive knowledge in digital and interactive design, especially UX/UI web and mobile app design

Fluency in working with cutting-edge tools, practices, and platforms in digital, social, and other areas of direct marketing

Deep understanding of the digital environment and evolving tools and platforms used to improve online experience and presence

Ability to translate trends into business opportunities

Experience with user tracking software such as Hotjar or Crazy Egg

Experience with Google Analytics, Google Tag Manager, Adobe Analytics

Excellent listening, learning, and teaching skills

Strong analytical and organizational skills

Accurate typing at 40 wpm

Ability to exercise confidentiality

Regular attendance and punctuality

Ability to work as part of a team

Professional appearance

Ability to lift 25 lbs.

English literacy

This job description is to be used as an employee guideline. Management reserves the right to amend this job description if necessary.

Classification Specification for:
Digital Marketing Manager

Physical Requirements - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the essential functions of this job, the employee:	Occasionally (up to 3 hours per work day)	Frequently (3 - 6 hours per work day)	Regularly (more than 6 hours per work day)
Sits			X
Stands	X		
Walks	X		
Bends neck or waist	X		
Twists neck or waist	X		
Stoops or kneels	X		
Uses hands to finger, handle or grasp			X
Repetitively uses fingers			X
Reaches, pulls or pushes below shoulder level	X		
Reaches, pulls or pushes above shoulder level	X		
Lifts and carries	Up to 25 lbs.		
Talks	X		
Hears	X		
Sees			X
Drives a vehicle	N/A		

Work Environment - The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Working Condition:	Description:
Mobility	Minimal
Noise Level	Minimal
Hazardous	Minimal

Acknowledgment

I certify that I received a copy of this Classification Specification and I have read and understand what is required of me to meet the performance standards of the job.

Signature:	Date:
Name (Printed or Typed):	