

Digital Media Specialist Job Description

Oklahoma Educators Credit Union is looking for an experienced, creative Digital Media Specialist to join their Marketing team.

JOB DUTIES:

The Digital Marketing Specialist's function will be to handle all aspects of digital marketing for the credit union. Our current digital presence is limited and we need someone with the experience and knowhow to help us reach new heights in the digital realm. This position will also handle many of the graphic design needs of the department.

- Generate, edit, publish and share daily social media content that builds meaningful connections and encourages members to engage with us; including, but not limited to: original text of all lengths, images, and video.
- Moderate all user-generated content.
- Assist in the creation of editorial calendars and syndication schedules.
- Continuously improve our social media reach by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and implementing new strategies based on this information.
- Collaborate with other departments and branches as needed to ensure accurate and timely information sharing and key connections to make.
- Assist in updating the credit union's website and digital signs.
- Brainstorm and design new advertisements, brochures, flyers, etc.

Normal work hours are 8:00a - 5:00p, Monday - Friday, with occasional early mornings, evenings, and weekends required.

QUALIFICATIONS:

- Degree in New Media, Marketing, Public Relations, Communication or a related field preferred.
- 1-3 years of experience working with digital media in a professional setting; including planning, design, writing, and buying.
- 1-3 years of experience working with a variety of social media platforms and their corresponding analytics tools.
- 1-3 years of experience in graphic design and/or desktop publishing.

COMPETENCIES:

- Comfortable juggling multiple projects and deadlines at once; able to adapt quickly to changes.
- Strong knowledge of social media best practices.
- High level of understanding of paid search campaigns.
- Ability to think creatively.
- Strong organizational skills; high level of attention to detail.
- Knowledge of digital campaign planning and execution.
- Understanding of ethics and what is appropriate for business social media.
- Ability to work well in a team environment.
- Excellent writing and proofreading skills.
- Ability to sit for long periods of time.
- Willingness to learn and share ideas.

- Ability to lift and carry 30 to 50 pounds.

COMPUTER SKILLS:

- Knowledge of online marketing tools and understanding of major marketing channels:
 - Google Adwords
 - Google Analytics
 - SEO/SEM
 - Blogs/Articles
 - Third Party Scheduling Tools (HootSuite, etc)
- Intermediate to advanced skill in:
 - Adobe Creative Cloud (specifically InDesign and Photoshop)
 - Microsoft Office Suite
 - WordPress

COMPENSATION:

This is a benefits-eligible, hourly position with a starting pay range of \$13-14 per hour, depending on experience and qualifications.

To apply, please send your resume and a cover letter to support@oecu.com. Please include in your cover letter why you would be a great fit for OECU. We want to easily understand how your qualifications and experience match up to what we're looking for in a Digital Media Specialist.

Oklahoma Educators Credit Union is an Equal Opportunity Employer.