

Job Title Digital & Community Engagement Strategist

Short Description Jax Federal Credit Union is seeking a Digital & Community Engagement Strategist to develop and execute strategies to effectively promote and advance Jax Federal Credit Union's brand awareness, services, and strategic initiatives through various digital platforms, community outreach events, and other engagement techniques. The Digital & Community Engagement Strategist demonstrates a deep understanding of JAXFCU's core values, mission, products, services, and brand. He/she works closely with the marketing team and internal stakeholders to promote the brand, products, and services. He/she continuously stays up to date on the latest research, trends and industry and competitor information and works to implement goals and objectives based on this data and information gathered into the organizational strategy.

Full Description Jax Federal Credit Union is seeking a Digital & Community Engagement Strategist to develop and execute strategies to effectively promote and advance Jax Federal Credit Union's brand awareness, services, and strategic initiatives through various digital platforms, community outreach events, and other engagement techniques. The Digital & Community Engagement Strategist demonstrates a deep understanding of JAXFCU's core values, mission, products, services, and brand. He/she works closely with the marketing team and internal stakeholders to promote the brand, products, and services. He/she continuously stays up to date on the latest research, trends and industry and competitor information and works to implement goals and objectives based on this data and information gathered into the organizational strategy.

Location: Park Street Building, 562 Park Street, Jacksonville, FL 32204

Status: Exempt

Major Duties and Responsibilities

Develop and execute the organization's social media strategy in alignment with our strategic goals and current events. This includes collaborating with internal and external subject matter experts and strategy owners to develop timelines and content, as well as providing guidance on the most effective social media channels and digital tools.

Develop and manage a regular communications schedule and editorial calendar while overseeing JAXFCU's overall day-to-day social media presence across several channels (e.g., Facebook, Twitter, Instagram, LinkedIn, etc.), including but not limited to announcements, member & community events, legislative activity, job openings, storm/weather updates, videos, thought leadership content, and important internal events – aligned to the credit union's strategy and desired outcomes.

Develop compelling and engaging digital content including short

videos, social tiles, graphics, and infographics to support the content strategy to increase engagement with social media followers.

Ensure brand visual and voice consistency across all social media and/or influencer and micro-influencer marketing executions. Manage the credit union's social media channels in community management and reputation to include responding to members' direct messages, comments, and reviews.

Manage social media reporting and planning on a monthly, quarterly, and annual basis.

Play a key role in driving the organization's brand through social and digital engagement, analytics analysis, and one-on-one engagement with members on amplifying their social and digital presence and engagement through campaigns and promotions.

Manage and maintain the JAXFCU's online and digital initiatives, including the credit union's main website, microsites, email marketing platform, automated workflows, and other digital communication.

Design and maintain website content including landing pages, lead generation forms, blog posts and more while keeping information up to date and within regulatory compliance requirements. Create and maintain online banking and mobile app content including ads and push notifications.

Develop, design, and implement engaging and interactive marketing campaigns that support the credit union's brand through the branch network's outdoor and indoor digital signage.

Monitor performance of online products and services and analyze statistical data to understand online users' behavior and identify trends. Track and analyze promotional, email, online and mobile activities to evaluate existing member usage as well as potential online markets. Review analytics and reports to assess online and mobile penetration by member, by product segment and identify opportunities to continuously improve penetration. Use analytical data to recognize user patterns and trends to help formulate effective marketing campaigns. Identify opportunities to grow our online channels and present marketing ideas to management.

Remain current on social media, digital marketing and other engagement best practices for continuous improvement and to advise leadership on key trends impacting the organization's approach.

Develop and implement campaigns to effectively promote JAXFCU's brand, products, and services. This includes maintaining a strong understanding of target audiences and the most effective communication or promotional techniques; along with post analysis and results/ROI.

Collaborate with strategy owners and subject matter experts to plan and execute outreach events or activities to advance the organization's strategic initiatives.

Evaluate the effectiveness of credit union-wide engagement activities by developing and monitoring key performance indicators. Develop, promote, and execute onsite and offsite events and other programs. Publicize events through community contacts, internally and through digital channels.

Foster an environment of collaboration and teamwork to work

effectively with other departments/divisions and fellow employees. Participate in training and capacity building activities. Maintain, update, and conduct content review of the credit union's intranet to align with the credit union's culture initiative strategies and internal communication goals. Assist with internal communications to develop a collaborative culture with staff to ensure the credit union maximizes marketing efforts and delivers a consistent brand voice at every touchpoint. Work with Branch and Department Managers to ensure staff and members are informed about upcoming events, credit-union wide initiatives and other internal communications as necessary and support managers in deepening their presence in the communities they serve. Assist in the day-to-day activities of the marketing department and provide support as needed.

Knowledge and Skills

Experience

5+ years of social media management, marketing and/or public relations experience required. Credit union industry experience a plus.

Education/Certifications/Licenses

Bachelor's degree in Marketing, Communications or Business, or equivalent combination of education and experience required.

Interpersonal Skills

A significant level of trust, credibility and diplomacy is required. In-depth dialogue, conversations and explanations with customers, direct and indirect reports and outside vendors can be of a sensitive and/or highly confidential nature. Communications may involve motivating, influencing, educating and/or advising others on matters of significance. Typically includes subject matter experts as well as first level to middle managers.

Other Skills

Experience managing social media including community management preferred.

Ability to adapt to changing priorities in a fast-paced environment.

Ability to produce quality work with tight deadlines.

Excellent written and oral communication skills. Experience with public speaking preferred.

Ability to collaborate and work in a cross-functional environment.

Ability to develop and maintain key business relationships.

Must be detail oriented with a creative mind.

Knowledge of social media management systems, Microsoft Word, Excel, and PowerPoint required. Experience with Adobe Create Suite preferred.

ADA Requirements

Physical Requirements

While performing the duties of this job, the employee is regularly

required to use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk; sit; climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Working Conditions

While performing the duties of this Job, the employee is occasionally exposed to moving mechanical parts and outside weather conditions. The noise level in the work environment is usually quiet.

Mental and/or Emotional Requirements

Must be able to perform job functions with supervision and work effectively either on own or as part of a team. Must be able to read and carry out various instructions and follow oral instructions. Must be able to speak clearly and deliver information in a logical and understandable sequence. Must be able to perform basic mathematical calculations with extreme accuracy. Must be capable of dealing calmly and professionally with numerous different personalities from diverse cultures at various levels within and outside of the organization and demonstrate highest levels of customer service and discretion when dealing with the public. Must be able to perform responsibilities with composure under the stress of deadlines/requirements for extreme accuracy and quality and/or fast pace. Must be able to effectively handle multiple, simultaneous, and changing priorities. Must be capable of exercising highest level of discretion on confidential matters.

Acknowledgment

Nothing in the position description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This Job description is not a contract and should not be constructed as a guarantee of employment for any period of time.

We are an Equal Opportunity Employer and do not discriminate against employees or applicants based on race color, religion, sex/gender, national origin, disability, age, or any other category protected by law.

Education

Bachelor's degree in Marketing, Communications or Business, or equivalent combination of education and experience required.

Additional Comments

Apply online by visiting: <https://www.jaxfcu.org/careers/>

Credit Union

Jax Federal Credit Union

State

Florida

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Expiration Date	12/16/2022