

Digital Advertising Coordinator

Non-Exempt | Hourly (\$18.47-\$27.70)

OVERVIEW

The Digital Advertising Coordinator works collaboratively to design, implement, and deploy Infuze Credit Union marketing advertising, campaigns, promotions, and digital content and collateral. The Digital Advertising Coordinator reports to the Marketing Director, supporting the day-to-day department workload, as well as the digital advertising efforts to promote the credit union and its products and services.

DUTIES AND RESPONSIBILITIES

25% Assist in the design and implementation of digital advertising campaigns tailored to target audiences across various channels, including but not limited to search engines, social media, email, and websites. Work closely with the Marketing Director and Content Strategist to gather assets and content required for digital advertising campaigns.

25% Optimize campaigns for different devices and platforms to ensure maximum reach and effectiveness. Assist in defining target audience segments and implementing effective audience targeting strategies to reach potential members and improve campaign relevance. Monitor campaign performance in real-time, adjusting strategies as necessary to meet campaign objectives.

15% Provide support to the Marketing Director in monitoring the digital advertising campaign budgets, tracking expenses, and preparing regular reports on campaign performance and key metrics. Conduct ongoing analysis of campaign performance data to identify trends, opportunities, and areas for improvement. Provide insights and recommendations to optimize campaign performance and budget.

15% Ensure all digital advertising complies with industry regulations, Credit Union policies, and legal requirements. Coordinate with management and compliance for review and approval, as needed. Stay informed about industry trends, best practices, and emerging technologies in digital advertising. Continuously seek opportunities to enhance digital advertising strategies and tactics.

10% Manage the deployment and removal of promotions, campaigns, and events to various internal outlets, including but not limited to in-branch digital displays and print materials, signature pads, digital pylon signs, radio, Credit Union website, and Credit Union Knowledge Base.

5% Assist the Marketing Department at various community events and meetings, as needed.

5% Perform other duties as assigned.

Must comply with all company policies and procedures, applicable laws and regulations, including but not limited to the Bank Secrecy Act, the Patriot Act, and the Office of Foreign Assets Control.

EDUCATION AND EXPERIENCE

Experience

At least 2 years of experience in a similar or related role supporting a marketing team preferred.

Education

Bachelor's degree in Marketing, Public Relations, Communications or related field preferred.

Digital marketing and/or advertising platforms (e.g., Google Ads Certification) desirable.

Skills

- Excellent communication and interpersonal skills; must collaborate effectively with team members.
- Detail-oriented mindset with a focus on delivering high-quality, compliant digital advertising campaigns.
- Strong analytical skills with an ability to translate data into actionable insights.

ADA REQUIREMENTS

Individuals must bend, sit, and stand to perform primarily sedentary work with limited physical exertion and occasional lifting up to 40 lbs. Must be capable of climbing/descending stairs in an emergency. Must operate standard office equipment, including computer terminals and keyboards, telephones, copiers, facsimiles, and calculators. Must be able to routinely perform work on computer for an average of 6-8 hours per day, when necessary. Must work extended hours or travel off-site whenever required or requested by management. Must be capable of regular, reliable, and timely attendance.

ACKNOWLEDGEMENT

This job description is not a contract and should not be presumed to guarantee employment. Infuze Credit Union is an Equal Opportunity Employer and does not discriminate against employees or applicants based on race, color, religion, gender, national origin, disability, age, or any other category protected by law.

EMPLOYEE

DATE

AUTHORIZED REPRESENTATIVE

DATE