



POSITION DESCRIPTION

TITLE:	Digital Marketing Specialist	CATEGORY:	Full-Time
FLSA:	Exempt	LOCATION:	Springfield
SEGMENT:	Marketing	REPORTS TO:	Marketing Director
SHIFT:	Monday-Friday: 8:00 a.m.-5:00 p.m.	DATE:	August 1, 2023

SUMMARY

The position of Digital Marketing Specialist plays a critical role in implementing digital marketing tactics to drive brand visibility, customer engagement, and business growth. Responsibilities will include managing website updates, supporting search campaigns, managing online reputation and executing email campaigns. Collaboration with internal stakeholders and external agencies will be crucial to ensure effective digital marketing initiatives.

Assures compliance with all Bank policies and procedures, as well as all applicable state and federal banking regulations.

ESSENTIAL DUTIES

Search

- Possess a solid understanding of Search Engine Optimization (SEO) principles and best practices
- Collaborate with the marketing team to support implementation of SEO strategies and optimize website content for improved search engine rankings
- Review SEO reporting and work with leadership to prioritize SEO initiatives
- Conduct and manage paid search campaigns
- Manage paid search campaigns to drive targeted traffic and achieve marketing goals
- Create ad campaigns and copy and collaborate on bid strategies and monitor campaign performance

Website Management

- Ensure website content is accurate, up-to-date and aligned with marketing objectives
- Collaborate with marketing director and senior leadership to provide relevant and engaging copy for website
- Work with external agencies as needed to make updates and improvements to website
- Review and report on google analytics including understanding and implementing optimization recommendations.

Data Analysis

- Monitor digital marketing campaigns, website analytics and other relevant data sources.
- Put together monthly analytics reports to share with marketing director and senior leadership

Online Reputation Management

- Manage online reviews and listings for OakStar Bank, OakStar Investment Services, First Colorado National Bank, Community First Bank, Lumifi and 5+ mortgage lenders
- Respond promptly and professionally to customer reviews, addressing concerns, escalating issues to management in a timely fashion and maintaining a positive online reputation

Email Campaigns

- Execute automated email marketing campaigns to drive customer acquisition, engagement, onboarding and promote bank services. Leverage Salesforce Marketing Cloud automation to optimize lead nurturing and conversion.
- Collaborate with Marketing Director to align email campaigns with overall marketing strategies
- Set up and maintain Salesforce Marketing Cloud including email studio, Journey Builder, automations and other relevant modules.
- Monitor email performance, including open rates, click-through rates and conversions and make necessary optimizations.

- Assist with creation of ads and various marketing materials.
- Assist with vendor relations.
- Assist with invoice management.
- Assures compliance with all Bank policies and procedures, as well as all applicable state and federal banking regulations.
- Treats people with respect, keeps commitments, Inspires the trust of others, works ethically and with integrity, upholds organizational values, and accepts responsibility for own actions.
- Demonstrates knowledge of and adherence to EEO policy, shows respect and sensitivity for cultural differences, educates others on the value of diversity, promotes working environment free of harassment of any type, and builds a diverse workforce and supports affirmative action.
- Follows policies and procedures, completes administrative tasks correctly and on time, supports the Bank's goals and values, and benefits the Bank through outside activities.
- Performs the position safely, without endangering the health or safety to themselves or others and will be expected to report potentially unsafe conditions. The employee shall comply with occupational safety and health standards and all rules, regulations and orders issued pursuant to the OSHA Act of 1970, which are applicable to one's own actions and conduct.

SECONDARY DUTIES

The position of Digital Marketing Specialist performs duties specific to the position and other functions as assigned.

SUPERVISOR RESPONSIBILITY

The position of Digital Marketing Specialist is not responsible for the supervision of any employee(s).

ENVIRONMENT AND PHYSICAL ACTIVITY

The incumbent is in a non-confined office-type setting in which he or she is free to move about at will. It may include some minor annoyances such as noise, odors, drafts, etc.

The incumbent in the course of performing this position spends time writing, typing, speaking, listening, lifting (up to 10-20 pounds), driving, carrying, seeing (such as close, color and peripheral vision, depth perception and adjusted focus), sitting, pulling, walking, standing, squatting, kneeling and reaching.

The incumbent for this position may operate any or all of the following: telephone, cellular telephone, beeper, copy and fax machines, adding machine (calculator), check protector, microfilm equipment, encoder, money counter, credit card terminal, typewriter, computer terminal, personal computer and related printers.

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

MENTAL DEMANDS

The incumbent in this position must be able to accommodate to reading documents or instruments, detailed work, problem solving, customer contact, reasoning, math, language, presentations, verbal and written communication, analytical reasoning, stress, multiple concurrent tasks, and constant interruptions.

MINIMUM REQUIREMENTS

These specifications are general guidelines based on the minimum experience normally considered essential to the satisfactory performance of this position. The requirements listed below are representative of the knowledge, skill and/or ability required to perform the position in a satisfactory manner. Individual abilities may result in some deviation from these guidelines.

- High school diploma or general education degree (GED), Bachelor's degree in marketing or communications, and **1+** years of related experience and/or training in a digital marketing role.
- **1+** years of experience working with the Salesforce platform (Marketing Cloud administration, implementation and campaign management experience preferred).
- Familiarity and experience leveraging digital marketing channels, tools and platforms.
- Knowledge of brand guidelines and ability to ensure adherence to brand standards.
- Must demonstrate ability to collaborate effectively with cross-functional teams. Must be able to work with various stakeholders effectively to build strong working relationships with all team members, vendors and partners.
- Must demonstrate the ability to think creatively and develop innovative ideas.
- Excellent verbal, written, and interpersonal communication skills with the ability to apply common sense to carry out instructions, interpret documents, understand procedures, write reports and correspondence.
- Ability to craft compelling marketing copy and communicate with internal and external stakeholders.
- Ability to deal with routine problems involving multiple facets and variables in standardized situations.
- Strong organizational, attention to detail, and time management skills with the ability to meet deadlines.
- Ability to adapt to changing market conditions and adjust marketing initiatives accordingly. Flexibility to embrace new technologies and tools to enhance marketing effectiveness.
- Comfortable working independently with little direction under tight deadlines.
- Ability to work with general supervision while performing duties.
- Current **STATE** driver's license and a vehicle with appropriate insurance coverage if required to drive while performing assigned duties and responsibilities.

Management reserves the right to change this position description at any time according to business needs.

