

Digital Marketing Specialist – Career Opportunity

For a little while now, we've been imagining a digital specialist who loves to develop and drive all things online. We see a proven marketer in the art of online communication and digital experience; someone who is always seeking fun and creative ways to stay innovative and be heard amongst a congested marketplace.

we'll help you get there

When it comes to execution, we envision a tactician who builds measurement into campaigns and has solid experience in researching and analyzing data from various sources (along with building out reports to show results). We imagine someone who is tuned into social media for generating business and is a natural at engaging with online audiences in a thoughtful manner. Of course, this digital livewire has the project management skills to focus on details and timelines, while being confident to deliver results in collaboration with stakeholders at all levels of the organization; and when it comes to new ideas, the words "it can't be done" would never be mentioned.

This new role will be busy at:

- Planning, developing and executing digital marketing plans including campaigns, website content planning, online advertising, marketing automation pathways, social media platforms and TCU Financial Group's mobile banking application.
- Leading ongoing management of digital touch points, including the TCU Financial Group website, social network platforms, landing pages, mobile application, ATM's, etc.
- Setting up and deploying of email marketing campaigns.
- Developing, creating and scheduling digital content (e.g., social media posts, website content, blogs, press releases, etc.).
- Producing regular website traffic, social media statistics, SEO and SEM reports.
- Suggesting innovative digital marketing solutions and deployment strategies tailored to the unique needs of TCU Financial Group members.
- Introducing organization-wide usage guidelines and best practices for social networks, discussion forums, online review platforms and other social media channels.
- Monitoring ROI and KPIs as it relates to online marketing initiatives.
- Managing digital agency relationships, day-to-day production, as well as campaign budgets and schedules.

Are you out there? Are you that person who has already diagnosed the online coma that TCU Financial Group is in and has some thoughts on what it's going to take to create an exceptional member experience? If your hand is up saying, "Pick me, pick me!" and you're excited to let your creative digital juices flow, we're all ears.

Career Opportunity Details

TCU Financial Group is seeking to fill the position of Digital Marketing Specialist, located in Saskatoon. If you are motivated by the thought of this challenge and can demonstrate success through 3+ years of experience in social media marketing/content development and hold a post-secondary Bachelor's degree in Marketing/Communications, then we'd like to hear from you.

A competitive compensation package is available which includes an enhanced vacation allowance, Group Benefits, and a 7% matched Pension Plan.

TCU Financial Group is a Saskatchewan-based credit union with a staff of 120 and offices in Saskatoon and Regina.

The deadline for this career opportunity is Friday, April 26, 2019. Please submit your resume and cover letter to:

Human Resources Department
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