



Competition Number: SCU-250203-OC  
Date Opened: February 26, 2025  
Date Closed: March 17, 2025

## Digital Media Coordinator

We are seeking a creative, detail-oriented, and results-driven **Digital Media Coordinator** to join our team. In this role, you will plan, execute, and optimize our online marketing campaigns across various digital platforms. You will work closely with the marketing team to enhance brand awareness, drive website traffic, generate leads, and achieve business objectives.

### Key Responsibilities

#### 1. Digital Campaign Management

- Assist in planning, executing, and managing digital marketing campaigns, including email, social media, website and display advertising.
- Responsible for maintaining and updating website.
- Track and optimize performance across digital channels to ensure campaigns meet objectives.
- Monitor and report on key performance metrics like ROI, traffic, and engagement.

#### 2. Content Creation and Management

- Collaborate with the marketing team to create engaging content for social media, email newsletters, blogs, and web pages.
- Ensure content is consistent with brand guidelines and tailored to target audiences.
- Oversee the publishing schedule for social media and other digital platforms.

#### 3. Analytics and Reporting

- Track and measure the effectiveness of campaigns using tools such as Google Analytics or similar platforms.
- Prepare and present monthly performance reports to management, highlighting key insights and recommendations.

#### 4. Search Engine Optimization (SEO)

- Conduct keyword research to identify trends and opportunities.
- Optimize website content to improve search engine rankings and organic visibility.
- Monitor website analytics and implement strategies to enhance site traffic and user engagement.

## 5. Email Marketing

- Create and send email marketing campaigns via MailChimp, including newsletters, promotional emails, and drip campaigns.
- Analyze open rates, click-through rates, and conversions to optimize email marketing strategies.

## 6. Collaboration and Coordination

- Work with all departments to align digital marketing efforts with overall business goals.
- Liaise with external vendors and agencies when required.

## Qualifications

- Bachelor's degree in marketing, communications, or a related field is an asset.
- 1–3 years of experience in digital marketing, social media management, or a similar role.
- Proficiency in digital marketing tools, such as Google Ads, Facebook Ads Manager, Mailchimp, or similar platforms.
- Strong knowledge of SEO, SEM, and social media best practices.
- Familiarity with website analytics tools (e.g., Google Analytics).
- Excellent written and verbal communication skills.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Creative thinking and a results-oriented mindset.
- Knowledge of basic graphic design tools (e.g., Canva, Adobe Photoshop) is a plus.
- Ability to work collaboratively with team members on events and other tasks as assigned.
- Experience in influencer marketing would be an asset.
- Ability to stand for long periods of time (up to 8 hrs).
- Ability to lift and carry up to 40 lbs.
- Valid Class 5 driver's license and access to a vehicle.

## Preferred Skills

- Solid experience with managing websites, preferably Forge.
- Experience with tracking and reporting data on all digital channels ie: creating custom reports, monitoring key performance indicators (KPIs), and analyzing trends.
- Experience with Salesloft or Hubspot an asset.
- Digital advertising experience, managing campaigns across platforms such as Google Ads, Facebook, LinkedIn, or display networks.
- Credit Union system experience an asset.

## Working with SCU

We are committed to developing a healthy workplace culture and offer an opportunity to join an engaged and community-focused team along with:

- This is a Full-time unionized position represented by USWU Local 1064
- 35 hours work week
- Starting rate is \$50,951.16/yr (*under review*)
- *Medical/Dental benefits*
- Opportunities to participate in community volunteer initiatives.
- A supportive and inclusive work environment.
- Customized training and opportunities for personal development.

***Please note that all offers of employment are conditional upon the acceptance of an Individual Fidelity Bond Application which includes a criminal record check and a credit check.***

**To apply**, please send your resume, quoting competition # ***SCU-250203-OC***, to [recruiter@sydneycreditunion.com](mailto:recruiter@sydneycreditunion.com) ***\*\*We wish to thank applicants in advance; only candidates selected for an interview will be contacted. \*\*paper copies will not be accepted***

### **Accommodations**

Sydney Credit Union is committed to providing access, equal opportunity, and accommodation for individuals with disabilities. To request accommodation, please contact Human Resources by email at [recruiter@sydneycreditunion.com](mailto:recruiter@sydneycreditunion.com) or call 902-270-3181