



Digital Marketing Specialist

MidUSA, a \$209 million financial institution in Middletown, Ohio, is seeking a Digital Marketing Specialist. The Digital Marketing Specialist is responsible for assisting in the development and implementation of marketing strategies, promotions and campaigns to increase the acquisition of membership and member awareness concerning Credit Union products and services across all channels.

Digital Marketing Specialist responsibilities include:

- Assist with data analysis and reporting
- Responsible for the optimization of the Credit Union's digital channels, using analysis to improve e-commerce tools that drive value to the business and improve the member experience
- Update and maintain company website

Digital Marketing Specialist qualifications include:

- Strong organizational skills
- Strong oral and written communication skills
- Knowledge of digital environment and applications
- Working knowledge, practical application and hands on experience with Microsoft Office, HTML, desktop/graphics publishing software
- Bachelor's degree or equivalent marketing, communications or e-commerce industry experience
- Two to four years' experience in a business environment a plus

Position offers a variety of benefits including health, dental, vision and more! In addition, MidUSA offers an attractive 401(k) plan. Apply online at www.midusacu.org or send a resume and cover letter to MidUSA Credit Union, Attn: Human Resources, 3600 Towne Blvd, Middletown, OH 45005. Please contact hr@midusacu.com with any questions. No agencies please. MidUSA is an equal opportunity employer.