



Marketing Manager

Location: Laurel, Maryland

Position Description:

Market USA FCU, a \$140 million dollar certified Great Place to Work credit union located in Laurel, MD is seeking a Marketing Manager to join our team.

The position will manage marketing efforts by developing and executing campaigns that enhance member engagement, product adoption and brand visibility which ultimately lead to achievement of credit union goals. This role is responsible for managing digital and print advertising, optimizing the website and SEO performance, overseeing social media and analyzing campaign effectiveness using Google Tools, MCIF, Core reports and other data sources, as applicable. The Marketing Manager collaborates with internal teams and manages external vendors to ensure desired and measurable results.

The position will report to our CEO.

Market USA has a hybrid work model allowing flexibility to work remotely with mandatory onsite work on Wednesdays and as needed.

Position Requirements:

Education

Qualified candidate should have one to of three years of similar or related experience and Bachelor's Degree in Marketing, Communications, or a related field.

Skills

Creative writing and knowledge of target marketing

AI prompt skills

Canva skills

SEO skills

Google Tools skills

Adobe Illustrator preferred

Must possess organizational and analytical skills; must be able to coordinate a variety of projects

Essential Functions & Responsibilities:

- Maintains website for: accurate information; SEO optimization: working links, changing content - Blog articles, optimized images (alt text), Keywords in Title Tag, Meta description and H1 Tags, Keywords in other Tags/Headings and content, good structure - logical flow, internal linking, information not repeating on pages and dead weight pages; schema code; monitor Google Analytics, Google Search Console, Google Tag Manager and Google Looker Studio to spot needed changes in site (and for campaigns). Use AI to stay current with SEO and other SEO tools. Improve Google organic ranking and Click Through Rates (CTR). Updates rates, including those in Savvy Money.
- Directs all digital and print advertising trigger, scheduled and news update email, digital banking interstitials/ads, Savvy Money and print campaigns along with standard promotions (branch posters & other branch marketing; welcome brochures, etc.) for products and services; uses QR codes where appropriate; using Marquis MCIF and Alkami Flex identifies campaign opportunities and personalizes offers; monitors ROI from data in Marquis MCIF and Google Tools; develops advertising programs to

include Google Ads and collateral materials using AI to assist with generated images and content; uses Canva, Adobe Illustrator, Copilot and other platforms for content and images.

- Manages social media post creation and posting both for organic and paid posts that are unique for Facebook, Instagram, X, Tik Tok, LinkedIn, etc. Monitors competitors' posts. Manages community involvement to include posting of events. Manages brand on business profile sites, Bing, Google, Yahoo, Yelp, Whatsapp, etc
- Develops annual marketing budget and monitors compliance making adjustments as necessary and as ROI dictates. Pulls reports from MCIF and Google Tools to analyze data and make adjustments. Manages vendor relationships and closely monitors their work when applicable. Ensures integrity and accuracy of data with marketing vendors. Collaborates with all departments to fully use marketing tools. Ensure all staff adheres to a marketing approved guide for member communication. Works with IT to get all data sent to vendors/tools; put marketing opportunities in Keystone Core; monitor member communications to ensure our brand is properly represented.
- Conducts market research and recommends product/service modifications or new products; monitors SEO elements of high ranking competitor sites.
- Develops, proposes, gains acceptance for, and implements plans designed to meet the credit union's short and long-term marketing and growth objectives. Works with COO and VP of Business Development to develop content for improved SEG penetration using QR codes where appropriate to link to home page for Ahold Delhaize USA associates and special account opening process for Ahold Delhaize associates.
- Manages member complaint/grievance response activity; responds to all online reviews and comments (Google, App Stores, Yelp, Social Media). Manages app listings in app stores (text - changing for updates, images, settings, ratings).
- Creates quarterly newsletter. Handles printing and insertion with paper statements; handles appropriate format for email of newsletter (appropriate responsive design, colors okay for dark mode, alt text for images, plain text version for users that block HTML) and always test before sending. Manage statement messages and graphics.
- Coordinates special events; monitors planning, schedules and implementation as required for proper execution of each event. Coordinates the annual meeting, including production of reports, facilities, and meeting logistics.

Salary Range:

\$73,693 - \$92,117

Application Instructions:

Interested candidates please email salary requirements and resume to jobs@marketusafcu.com

Company Info:

Market USA FCU is a certified Great Place to Work employer. Market USA was formed in 1953 and is focused on improving the financial lives of its members. Market USA FCU offers competitive salaries and a comprehensive benefit package including medical, dental, generous paid time off, EAP, casual back-office dress, back-office pet policy, hybrid work model, employee banking benefits, an employer matching 401(K) Plan, life insurance, long term disability and career advancement opportunities. For more information on Market USA, please visit our website at www.marketusafcu.com.