

MAINSTREET CREDIT UNION

We are currently recruiting for the following position:

Position: Web Developer & Digital Specialist
Location: Strathroy, ON
Hours: Full-time, 37.5 hours/week
Starting Date: ASAP

Job Function:

The Web Developer & Digital Specialist will work with the VP Marketing & Communications to manage Mainstreet's digital engagement efforts with our internal and external audiences.

The Web Developer & Digital Specialist will manage the Credit Union's digital efforts including but not limited to: the public website; intranet; digital marketing/advertising activities, SEO; online banking desktop and mobile app marketing and communications; email communication, with the goal of increasing brand awareness and loyalty, product and service awareness and adoption, and ensuring members can easily and accessibly engage with Mainstreet.

This position would be primarily responsible for the digital creation, deployment, management, tracking and recommendations for improvements for Mainstreet's overall digital efforts.

Duties and Responsibilities:

- Lead the creation, design, build and continued maintenance and development to Mainstreet's external and internal websites (including a Board of Directors site) ensuring an exceptional user-experience
- Create opportunities to build our "digital branch"- work with various departments at Mainstreet to ensure members are receiving an exceptional member experience and they are able to receive advice, access products and services, and fulfill their overall financial needs and goals through our digital platforms
- Create, implement, track, and optimize digital/online marketing campaigns to acquire new customers and create greater overall awareness for the Credit Union (utilizing online marketing tools such as: search engine optimization, online marketing at both the provincial and local levels, pay per click advertising, click-through campaigns, paid search, display/banner ads, mobile, and performance-based social media campaigns, and more)

- Review data metrics and analytics related to website, digital campaigns, social media activity and more in order to provide recommendations to constantly improve the company's digital outcomes
- Assist the marketing department with social media strategy and management of daily social posting/content and social analytics
- Stay in-tune with the latest digital communication and marketing news and releases in the industry so that Mainstreet may continue to progress and offer new opportunities to our various audiences to fulfill their ever-changing needs
- Work to build a best in class digital customer journey to maximize sales and on-boarding at every touchpoint
- Create digital strategies and activities for product and service awareness campaigns and special projects
- Perform other duties as assigned

Qualifications:

- Expert knowledge in HTML, CSS, Google Analytics, Google Adwords, and JavaScript
- Post-secondary education in Digital Marketing, Digital Communications, and/or Web Development, and/or work experience in digital marketing
- Knowledge and experience in digital design
- Expertise across digital marketing mediums (company website, paid search, mobile, SEO/SEM, display/banner ads, social media)
- Proven ability to track and optimize digital analytics and website performance
- Experience reporting on campaign ROI and website analytics
- Ability to work under tight time constraints and manage multiple projects across several products/services simultaneously
- Proven ability to work collaboratively and provide on-going innovation
- Strong communication and project management skills
- Proficient with Microsoft Office programs

Forward your resume to: resumes@mainstreetcu.ca

Mainstreet Credit Union welcomes applications from people with disabilities. Accommodations are available upon request for candidates taking part in all aspects of the selection process.