

# Digital Marketing Specialist

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## **Overview:**

Buduchnist Credit Union, carrying on business as BCU Financial, is looking for an innovative and self-motivated individual, who delivers marketing solutions across BCU's digital properties to meet the business goals, objectives, and the intended member experience. They use data and analytics to find high-impact opportunities to improve member acquisition, engagement, conversion, retention and revenue across multiple technologies and properties such as web, mobile, and tablet applications. They work with a variety of stakeholders and on multiple initiatives to design, implement and measure the performance of campaigns and programs. The Digital Marketing Specialist will ensure consistent application of BCU's brand standards. This is an in-office role from our location at 2280 Bloor St West, Toronto, ON.

## **Responsibilities:**

- Identifies emerging issues and trends to inform decision-making.
- Assists in the development of strategic plans by breaking down problems and analyzing data and information to provide insights and recommendations.
- Makes recommendations and develops solutions based on an understanding of the business strategy, stakeholder needs and implications for the business.
- Conducts various pre-implementation and post-implementation analyses to estimate/measure campaign/program impact e.g., revenue increase, cost reduction.
- Influences and negotiates to achieve business objectives.
- Monitors and tracks campaign/program performance, user acceptance testing, and address any issues.
- Integrates information from multiple sources to enable more efficient processes, enhanced analysis and/or streamlined reporting.
- Gathers and formats data into regular and ad-hoc reports, and dashboards.
- Analyzes data and information to provide member behavior and campaign related insights and recommendations.
- Documents and maintains operational procedures and processes relating to digital marketing methodologies and campaigns.
- Broader work or accountabilities may be assigned as needed.

**Requirements:**

- Minimum 3 - 5 years of relevant experience and post-secondary degree in digital marketing or an equivalent combination of education and experience.
- Post-secondary degree in business, marketing or communications related discipline.
- Knowledge and experience in financial services.
- Deep knowledge and technical proficiency gained through extensive education and business experience.
- Strong verbal and written communication skills in English and Ukrainian.
- Collaboration and team skills.
- Analytical and problem-solving skills.
- Data driven decision-making.
- Strong influencing skills.

**Compensation:**

Salary will be commensurate with qualifications and experience. BCU Financial also offers a competitive and comprehensive benefits package.

Candidates must apply via email to [hr@bcufinancial.com](mailto:hr@bcufinancial.com) to be considered for this role. We thank all applicants for their interest in a career at BCU Financial; however, only those candidates who are selected for an interview will be contacted.

BCU Financial Group is an equal opportunity employer dedicated to building an inclusive and diverse workforce. BCU Financial Group provides accommodations during the recruitment process upon request. Requests received relating to accommodation will be addressed confidentially.

**About BCU Financial:**

BCU Financial is a member-owned, financial cooperative dedicated to improving the lives of members and their community. BCU Financial is a part of BCU Financial Group – a growing Ontario-based financial group providing Canadians with diversified services and products. BCU Financial Group offers its members a real alternative to high-fee, big-name banking by providing no-fee chequing accounts, competitive savings accounts, loans, mortgages, cards, investment services, online banking, and insurance services. BCU Financial, together with its BCU Wealth Management division, currently oversees \$1 billion in assets.

BCU Financial Group also recognizes the importance of building a strong community. That's why it provides generous sponsorship funding annually to a wide array of community-based projects and activities. The Credit Union and its member-supported charitable institution, BCU Foundation, provide sponsorship funding of over \$1 million annually for community organizations, charity fundraisers, student scholarships, cultural events, and educational projects.