

MARKETING CONTENT AND OPERATIONS ASSOCIATE

EasCorp is a corporate credit union that, together with its subsidiary, Vertifi Software, equips its member credit unions with essential financial backing; investment, liquidity, and correspondent services; and payment and money movement solutions. EasCorp is seeking a full-time Marketing Content and Operations Associate responsible for the development and execution of its engaging B2B content strategy and for department-wide marketing support. Working under EasCorp's VP, Marketing and Communications, this detail-oriented, tech-savvy creative will ensure that multi-channel (organic, email, social) content is performance-measured and aligned with business goals. The role also supports internal and external communications, project tracking, reporting, company events, and general department administration.

POSITION RESPONSIBILITIES

- Content Production: Create and optimize SEO-friendly content across web, blogs, and social media channels
- Campaign & Event Strategy: Maintain the editorial calendar and assist in executing communications efforts, webinars, and events
- Data Performance: Analyze multi-channel performance data (email, web, paid media) to identify trends and opportunities
- Operations & Admin: Provide general administrative support, including department documentation and internal initiatives. Please note: We are in the process of expanding our CRM and marketing technology platforms; this role will assist with the implementation of these tools.

POSITION REQUIREMENTS

- Experience: 3+ years in content marketing, B2B strategy, or marketing analytics, preferably within fintech, banking, or credit union
- Tools: Proficient in WordPress, GA4, Salesforce or other CRM platform, email platforms, and project and data management applications
- Skills: Strong writing, editing, and project management abilities with an understanding of basic SEO
- Analytics & Compliance: Ability to translate data insights into recommendations within a highly regulated financial industry

This is a full-time, in-person position with an annual salary starting from \$80,000.00, commensurate with experience. We offer a competitive salary and benefits program, including medical, dental, group term life, LTD, 401(k) with employee match, 11 paid holidays, as well as sick and vacation days. A cafeteria and fitness center are located on site.

If you are ready to be a part of a small team where your contributions genuinely matter, please [apply now!](#)