

Job Title: Digital Platforms Associate

Department: Information Technology

FLSA Status: Exempt

Reports to: Assistant Vice President, Digital Communications Manager

Digital Platforms Associate at Chain Bridge Bank, N.A.

Chain Bridge Bank, N.A. (“Chain Bridge” or the “Bank”) is seeking a Digital Platforms Associate to maintain the technical health, quality, and consistency of the Bank’s public website and its content management, search, analytics, and website operations tools. The position works under the direction of the Digital Communications Manager. Its primary focus is digital platform operations and website maintenance, including content management system updates, image and file assets, page metadata, structured data, and recurring website quality assurance.

This is a technical, execution-focused role. The Digital Platforms Associate keeps the details of the Bank’s digital platforms correct and consistent over time, so that image assets, alt text, file naming, metadata, and structured data do not drift. Editorial direction, channel strategy, and final publishing authority remain with the Digital Communications Manager. All work follows the Bank’s brand standards, change-control process, and compliance review.

About Chain Bridge Bank, N.A.

Chain Bridge Bank, N.A. is a national bank and a wholly owned subsidiary of Chain Bridge Bancorp, Inc. (the “Company”), a Delaware corporation and registered bank holding company. The Company’s Class A common stock is listed on the New York Stock Exchange under the ticker symbol “CBNA.” The Bank provides commercial banking and trust and wealth management services to clients nationwide through a technology-enabled operating model. As a regulated financial institution, the Bank places a premium on accuracy, clarity, and disciplined execution in all public-facing systems and communications.

Key Responsibilities

Digital Platform Operations and CMS

- Make approved page-level and CMS-level updates in the Bank’s content management system (Banno Content), following change-control and approval processes.
- Identify and correct off-brand, incorrect, or low-quality image assets and thumbnails across pages and platform surfaces, and keep them consistent with brand requirements.
- Provide production support for digital assets, including resizing and compressing images, preparing basic web graphics from approved templates, and checking assets against brand standards.
- Maintain 301 redirect mapping when page URLs change, and update the XML sitemap and internal links accordingly.
- Maintain documentation for recurring website QA processes, issue-resolution steps, and technical checks.

Technical Website Health and Maintenance

- Monitor the website for indexing, crawl, broken link, redirect, duplicate or missing page title, duplicate or missing meta description, heading, and image issues, using tools such as Google Search Console and a website crawler.
- Maintain a prioritized website health log and work through issues on a recurring cycle, so technical details are corrected and do not drift again.
- Review pages for metadata, page titles, headings, internal links, image alt text, and file naming, and correct issues within approved scope.
- Add and correct image alt text, including missing, inaccurate, or unhelpful alt text, so that it is accurate and accessible.
- Support recurring accessibility scans and help remediate findings to maintain conformance with WCAG 2.2 Level AA.

Metadata, Structured Content, and Answer-Engine Readiness

- Write and maintain page metadata, including meta descriptions, page titles, and headings, from approved page content and for Manager review.
- Maintain and validate structured data (JSON-LD) markup, including Organization, BankOrCreditUnion, FAQPage, and BreadcrumbList schema, and confirm that schema matches the visible page content.
- Write clear page summaries, FAQ entries, and structured content, from approved source copy, that read well when quoted out of context and support search and answer-engine visibility.
- Support generative engine optimization (GEO) and answer engine optimization (AEO) through machine-readable, entity-consistent content and metadata.

Analytics, Reporting, and Governance

- Support Google Analytics 4 reporting, including organic search, referral traffic, campaign traffic, landing page performance, and unusual traffic changes.
- Prepare weekly or biweekly website health summaries with resolved items, open issues, recommendations, and escalation items.
- Escalate content, compliance, brand, regulatory, structural, or reputational questions to the Digital Communications Manager before implementation.
- Follow internal approval, recordkeeping, information security, vendor management, and change-control processes applicable to public-facing digital platforms.
- Perform other duties as assigned that are consistent with the role, the Bank's policies, and applicable law and regulation.

Qualifications and Experience

Required

- 2 to 4 years of experience in website operations, CMS management, technical web production, web QA, digital analytics, or a related field.
- Hands-on experience with a content management system (CMS) and comfort making page-level updates.

- Working knowledge of HTML and CSS, and comfort reading and editing page markup.
- Strong writing and editing skills, with samples of published or professional writing, and the ability to write in a defined brand voice and follow established style, formatting, and naming standards.
- Familiarity with metadata, redirects, canonical tags, XML sitemaps, and structured data concepts, with the willingness and aptitude to develop these skills with guidance.
- Hands-on experience with Google Search Console, Google Analytics 4, or a website crawler such as Screaming Frog.
- Strong attention to detail and accuracy in public-facing materials, with comfort working from checklists, issue logs, and recurring reporting cycles.
- Ability to diagnose technical website issues and explain them clearly to non-technical colleagues.
- Ability to distinguish between low-risk technical fixes and items requiring review or approval.
- Sound judgment about AI-assisted drafting and design tools, including when AI-generated output requires human review and approval before publication.
- Genuine passion for this work, with the personal initiative and pride in accuracy that public-facing materials at a national bank require.

Preferred

- Experience with financial services, professional services, legal, healthcare, higher education, associations, government, or another regulated or approval-sensitive environment.
- Technical SEO fundamentals, with combined experience across Google Search Console, Google Analytics 4, and a website crawler such as Screaming Frog.
- Hands-on experience authoring and validating JSON-LD structured data.
- Experience with website accessibility checks and WCAG 2.2 Level AA conformance.
- Familiarity with Core Web Vitals, PageSpeed Insights, Looker Studio, Google Tag Manager, or structured data testing tools.
- Familiarity with generative engine optimization (GEO), answer engine optimization (AEO), and AI-crawler or agent-readiness concepts, for example robots.txt directives for AI user agents and machine-readable content.
- Experience with an enterprise or financial-services content management system and with section-based content publishing.
- Basic design or production experience with tools such as Figma, Adobe Creative Suite, Canva, or similar platforms.
- Bachelor's degree preferred in Information Systems, Computer Science, Digital Communications, Marketing, Journalism, English, or a related field; equivalent hands-on experience in website operations, CMS management, technical web production, digital analytics, or web QA will also be considered. Graduation with academic honors (for example, cum laude, magna cum laude, summa cum laude, Dean's List, or Phi Beta Kappa) is preferred.

Compensation

Salary Range: \$80,000 - \$110,000 annually. The final compensation offered will be determined based on the selected candidate's qualifications, relevant experience, skills, and other job-related factors, consistent with applicable law. This role is eligible to participate in the Bank's annual incentive compensation plan, under which employees may earn a cash bonus based on the performance of the Company and the team, with an emphasis on financial results and risk management. Plan terms, eligibility, and payout amounts are determined at the sole discretion of the Bank and are subject to change. This is a hybrid position, with a requirement to be in the office at least three days per week in McLean, Virginia.

Benefits

Chain Bridge offers a professional benefits package consistent with a regulated banking environment, including:

- Competitive base salary
- Comprehensive health benefits (medical, dental, and vision)
- 401(k) retirement plan with employer contribution
- Paid time off, including vacation, holidays, and sick leave
- Annual incentive compensation plan
- Professional development opportunities relevant to the role and the Bank's operating environment

Compliance

It is understood that complying with all applicable safety and soundness and consumer compliance laws and regulations, taking the annually required consumer compliance courses, and adhering to the policies and procedures that support compliance will all be factors considered when evaluating individual performance. Individual performance is rewarded in annual salary adjustments. Bank compliance with laws and regulations is a factor considered in the calculation of incentive compensation. The ratings that the Bank receives from its regulators and its auditors are factored into the annual incentive compensation calculation.

Your adherence to these laws and regulations and the policies and procedures that support them directly affect the Bank's compliance. Annual incentive compensation rewards team performance. An employee will not be eligible for incentive compensation unless he or she takes the consumer compliance courses required of all employees and all the required consumer compliance courses for his or her job description or job responsibilities by the end of each calendar year. All required consumer compliance courses for the applicable year will be outlined in the Compliance Management Program.

How to Apply

To apply, send a cover letter and resume in PDF format to hr@chainbridgebank.com.

CHAIN BRIDGE BANK, N.A.

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