



MARKETING ASSOCIATE

TITLE: Marketing Associate	REPORTS TO: AVP/Marketing & Public Relations
DEPARTMENT: Administration	FSLA: Non-Exempt
JOB SUMMARY:	
<p>The Marketing Associate will assist the Bank’s primary marketing and public relations director and will support the marketing initiatives for the Bank. The position requires prior experience in a social media marketing role with exposure to branding/marketing strategy, media buying and placement, and public relations. This position will also support relationships between the department and the Bank’s internal clients and any external marketing firms, consultants, designers, etc. that the Bank may contract with.</p>	
EXAMPLES OF KEY DUTIES: <i>(Duties are illustrative and not inclusive and may vary with individual assignment.)</i>	
<p>MARKETING</p> <ul style="list-style-type: none"> • Understand the corporate mission, vision and core values and help to convey them throughout all advertising channels. • Ensure that message is cohesive and congruent throughout all our advertising, print media, press relations, website delivery, conference exhibits, presentations, and community involvement efforts. • Brainstorm and develop ideas for creative marketing campaigns. • Assist in growing new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content. • Help create and design marketing content for products, press releases, website, and promotional materials. • Demonstrate ability to map out marketing projects and bring them to fruition. <p>SOCIAL MEDIA</p> <ul style="list-style-type: none"> • Assist with the building and management of the company’s social media profiles and presence, including Facebook, LinkedIn, and additional channels that may be deemed relevant. • Assist with the creation of shareable content appropriate for specific networks to spread both our brand and our message. Help meet the goal of driving consistent, relevant traffic and inquiries from our social network presence. Explore new ways to engage and identify new opportunities to reach our target clients. • Assist with tracking, measuring, and analyzing all initiatives to report on social media ROI. 	

The above statements are intended to describe the general nature and level of work performed rather than an exhaustive list of all duties and responsibilities and skills required for the position. The Job duties may be changed at any time at management's discretion. The job description is not intended to create an employment contract of any kind.



WEBSITE

- Assist in creating, developing, and maintaining content for the Bank's web presence.
- Help maintain a consistent look and feel throughout all web properties.
- Assist with writing, editing, and proofreading marketing content.

QUALIFICATIONS:

Education and Experience:

- 2+ years of relevant marketing experience

Required Skills

- Demonstrated experience as a marketing intern, assistant, or similar role
- Excellent communicator and creative thinker, with a desire to grow in a marketing role.
- Basic skills in copywriting, design, photography, videography, and general content creation.
- Solid computer skills, including MS Office. Experience with marketing software and applications (Adobe Creative Suite, CRM) is a plus.
- Experience in social media content creation.
- Well organized, efficient, detail-oriented self-starter, and able to work independently or collaboratively.

PHYSICAL DEMAND AND EQUIPMENT USED:

Must be able to sit, walk or stand for extended periods.
Must be able to travel to branch locations.
Must be able to travel for business related matters.
General Office environment
General Office equipment

LAST UPDATED: September 2024

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