

Marketing Coordinator



Position Description

This position is responsible for assisting in the execution of the marketing, branding and communication activities of the Bank. In addition, this position is responsible for providing marketing assistance for all areas of the Bank in support of the Marketing Director and in conjunction with the overall bank marketing plan.

Position Accountabilities

- Perform administrative tasks for Marketing Director and Marketing team, including but not limited to copying, filing, developing and distributing reports, etc. as assigned.
- Develop presentations; assist with planning promotional events and miscellaneous marketing projects.
- Conduct competitive and market research.
- Coordinate development of and maintain marketing support materials including product brochures, statements, direct mail, printed materials, sales materials and signage.
- Participate in meetings with the marketing teams and develop creative briefs and criteria of projects.
- Assist in developing the marketing strategies and proactively develop strategies and tactics that keep up as per the changing market trends.
- Oversee all marketing and advertising projects throughout the entire project management cycle.
- Open job requests and determines project timelines, calendar and deadlines.
- Prioritize all projects with input from the Marketing team.
- Manage the approval process for all jobs.
- Maintain an ongoing published list of projects and their status and take ownership of bi-weekly status updates.
- Perform other such duties as assigned.
- Maintain compliance with and adhere to all state and federal regulations and bank policies and procedures, including, but not limited to Bank Secrecy Act, FACT ACT, Community Reinvestment Act, and EEO/AA/Fair Employment Practices.

Organizational Relationship

This position reports to the Marketing Director.

Position Qualifications

Education & Experience

- Bachelor's Degree in Marketing, Advertising or Public Relations
- One to two years of experience developing/implementing marketing programs and materials
- Experience with creative design software (i.e. Photoshop, InDesign, Illustrator) preferred

Knowledge & Skills

- Expertise in copy writing and creating presentations
- Ability to implement creative ideas with good leadership qualities
- Self-motivated, enthusiastic and ability to work independently with minimal supervision as well as within a team environment
- Superior customer service skills with the ability to communicate effectively and establish and maintain relationships with internal and external customers
- Ability to think critically and make sound recommendations to management
- Effective project management skills with the ability to adapt to change while prioritizing tasks and efficiently managing time in order to meet deadlines
- Excellent written and oral communication skills
- Excellent computer skills relevant to Microsoft Office Suites (i.e. Word, Excel, Outlook, PowerPoint)

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Position Administration

Job Code: 318-08

Grade: 8

Range: \$35,536.51 to \$53,304.78

FLSA: Non-Exempt