



# Marketing Intern

**Department:** Marketing

**Job Code:** 286 - 06

**Reports to:** Marketing Director

**FLSA:** Hourly/Non-Exempt

**Grade 6; Range:** \$13.62 to \$20.43

**Supervises:** None

**Revised:** 04/03/14

## **SUMMARY**

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This position supports the marketing department and provides assistance to the Marketing Director with various activities/projects. Responsible for helping to reach goals and support Marketing initiatives.

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## **MINIMUM REQUIREMENTS FOR POSITION:**

- Current college student in a marketing field of study. Graphic design, marketing, journalism, or photography focus is a plus
  - Attention to detail
  - Strong verbal, written and interpersonal communication skills
  - Good organizational and computer skills: ability to operate standard office equipment such as personal computers
  - Editing and proofreading skills
  - Knowledge of social media tools
  - Ability to multi-task and be a team player
  - Ability to work independently
  - Must have reliable transportation and the ability to travel to and from all EVB branch locations at any given point throughout the day
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## **PRIMARY ACTIVITIES AND RESPONSIBILITIES:**

- Coordinate marketing assignments/requests from branches and other lines of business.
- Support marketing efforts in the branches by distributing brochures, flyers, inserts, etc.
- Assist with general duties needed by the marketing team (i.e. event planning, writing, correspondence, tracking projects with internal partners).
- Assist with copywriting and editing market materials including newsletters, brochures, and flyers.
- Assist with the writing of press releases; distributing press releases to media partners.
- Conduct market research (i.e. competition's products and rates).
- Assist with managing social media outlets and update content as requested/needed.
- Update Marketing's calendar and distribute to internal partners.
- Support marketing events through helping to organize, coordinate, and maintaining tasks lists.
- Other such duties as may be assigned from time to time.
- Responsible for adhering to and complying with all Bank policies and procedures, all applicable federal and state laws and regulatory guidance governing financial institutions, including, but not



limited to, Federal Deposit Insurance Improvement Act (FDICIA), FACT Act, Bank Secrecy Act, Regulation CC, and EEO/AA/Fair Employment Practices.