



## **Marketing Specialist**

**Job Classification:** Full-Time, Non-Exempt

**Reports to:** SVP/Marketing

---

---

### **Position Summary**

The Marketing Specialist is responsible for managing a company's brand. Develops plans that support lines of service and brand objectives and devises campaigns that increase the awareness of stature of a company.

### **Principal Duties and Responsibilities**

1. Create content for social media, webpage, and other mediums.
2. Track and respond to reviews/comments on various platforms.
3. Manage and enhance a company's brand or reputation in the public's eye.
4. Manage website content.
5. Collaborates with Graphic Design and Creative Manager to timely meet, or exceed, all project timelines
6. Ensure brand communication for areas of responsibility are consistent with the company and brand positioning.
7. Assists with sponsorship needs.
8. Coordinate objectives with marketing, creative, and advertising needs.
9. Develop and enrich customer service experience.
10. Identify brand-building areas.
11. Coordinate and manage website content and information sharing among departments.
12. Provide design and direction for collateral, web, product packaging, and other visual communications media for the company.
13. Assists with events, as needed.
14. Performs other related duties as necessary or assigned.
15. Complies with federal and state regulations and all established bank policies and procedures.

### **Other Responsibilities**

- Support and promote the Bank vision, mission and core values, organizational structure and policies and procedures.
- Must have excellent analysis, observation and decision-making skills.
- Individual should be able to work under high pressure situations and a stressful atmosphere and should remain composed.
- High degree of accuracy
- Strong organizational skills; able to manage priorities and workflow

- Ability to work independently and as a team member
- Able to communicate with people at all levels and various backgrounds
- Position can be mentally and physically stressful, requires lifting, carrying, or moving heavy items
- Must be able to work flexible hours, as scheduled Monday through Saturday, including evenings, as needed

### **Education and Experience**

- A bachelor's degree in Marketing, Business Administration, or related field is preferred.
- Prior experience in brand management.
- Strong verbal, written, and interpersonal communication skills.
- Excellent PC skills, including Microsoft Office products and graphic design software
- Strong attention to details.
- Excellent time management, organizational and problem-solving skills.