

**Title:** Marketing Manager

**Department:** Marketing/Retail

**FLSA Status:** Exempt

**Reports To:** SVP of Marketing & Communications

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### **SUMMARY**

Responsible for managing the internal daily operations of the marketing department. Develops and implements comprehensive plans to market the bank's products and services. Serves as the primary daily interface with external marketing vendor(s).

### **ESSENTIAL DUTIES**

1. Develops and assists with execution of the bank's marketing plan by performing delegated assignments, i.e. direct mail projects, coordinates marketing campaign planning and implementation, corporate branding and branding quality assurance, etc.
2. Communicates and implements new ideas and marketing strategies within marketing area to improve sales, cross-sells, and staff development.
3. Develops, executes and supports both internal communication and public relations plans.
4. Provides management and coordination of various significant sponsorships.
5. Monitors, reinforces and provides training regarding branding quality assurance.
6. Serves as a member of the bank's marketing committee.
7. Coordinates the orders and disbursements of giveaways.
8. Uses independent judgment and discretion in making decisions regarding marketing and social media campaigns.
9. Performs staff training, coordinates internal rollouts, serves as a staff liaison, and provides feedback for major marketing campaigns.

### **SUPERVISORY RESPONSIBILITIES**

Supervise future direct reports if and when internal marketing department expands.

### **REQUIRED QUALIFICATIONS**

1. Bachelor's degree with a major in marketing or similar business major, or equivalent experience.
2. Minimum of five years of marketing experience.

3. Minimum of three years of community relations experience.
4. Minimum of three years of media/public relations experience.
5. Professional appearance and demeanor, including proven ability to articulate, proven ability to present information to a wide variety of audiences, and proven ability to represent an organization to the public.
6. Excellent oral and written communication skills.
7. Management skills including organizing, planning and interpersonal skills.
8. Proficiency with personal computers, Adobe Creative Cloud and various mobile technologies.

## **PHYSICAL DEMANDS**

Office and/or work-at-home setting with moderately varied desk-oriented activity, with fatigue being relieved by opportunities to stand and move around in a comfortable environment. The employee must occasionally lift and/or move up to 25 pounds. Motor vehicle travel required.

## **NOTICE**

This job description in no way states or implies that these are the only tasks to be performed by the incumbent occupying this position. The incumbent will be required to follow any other instructions and to perform any other job-related duties.

Requirements are representative of minimum levels of knowledge, skills, and/or abilities. To perform in this position successfully, the incumbent will possess the abilities and aptitudes to perform each task proficiently.

Ability means to possess and apply both knowledge and skill.

This position description has excluded the marginal or peripheral functions that are incidental to the performance of primary functions. All requirements are essential to the function of the position.

This job description describes the minimum selection requirements to qualify for the position. However, promotion and other employment decisions are also based on Bank needs, being in good standing, fully competent performance, and other not-discriminatory issues.

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

This position description does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.

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**Employee**

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**Date**

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**Manager**

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**Date**