

Job Description

Public Relations Officer

Department: Officers

Date: June 22, 2026

Reports to: President and CEO and SVP, Chief Operations Officer

Supervises:

Summary: Responsible for advancing and protecting the bank's reputation through strategic communications, community engagement, public relations initiatives, stakeholders relations, and business development support. Serving as a key ambassador of the bank, this role promotes the organization's mission, values, products, and services to customers, community organizations, business leaders, local government officials, shareholders, and the general public. The Public Relations Officer develops and maintains relationships that strengthen the bank's presence within the communities it serves, supports community development and financial education initiatives, and identifies opportunities to enhance brand awareness, customer relationships, and business growth while ensuring compliance with regulatory and organization standards.

Duties and Responsibilities

1. Media Relations

- Develop and implement public relations strategies that support the bank's strategic objectives, growth initiatives, and community presence.
- Cultivate and maintain positive relationships with local, regional, and industry media representatives.
- Assist in the development and execution of crisis communication plans to ensure timely, accurate, and consistent communication during events that may impact the bank's operations, customers, employees, or reputation.
- Protect and enhance the bank's brand, reputation, and public image through proactive communication and stakeholder engagement.
- Promote and publicize the bank's community engagement, charitable activities, and economic development initiatives to increase brand awareness and support business development efforts.

2.. Community Involvement & Education

- Provide leadership in community engagement initiatives to enhance the bank's visibility, reputation, and market presence
- Represent the bank in community, civic, economic development and community reinvestment activities to strengthen relationships and support business development opportunities
- Partner with branch managers, lenders and other bank departments to identify and participate in local organizations, events, sponsorships, and outreach efforts that align with the bank's strategic growth objectives
- Develop and maintain relationships with community leaders, non-profit organizations, educational institutions, chamber of commerce, and business associations.

- Serve as a bank representative and subject matter resource by delivering presentations and participating in community forums on financial literacy, consumer banking, small business banking, and related topics
- Coordinate and support financial education programs that promote responsible financial management and increase awareness of the bank's products, services and community resources.
- Facilitate connections between customers, prospects, and appropriate bank personnel to address financial needs and business opportunities
- Support the bank's commitment to community development, corporate citizenship, and community reinvestment initiatives by fostering relationships that contribute to long-term customer growth and market positioning
- Identify opportunities for strategic partnerships, sponsorships, and community investments that align with the bank's mission and business objectives.
- Track and report on community outreach, engagement activity, and relationship development efforts to evaluate effectiveness and support strategic planning.

Other duties as assigned.

Qualifications

A minimum high school diploma required, with a B.S. or B.A. college degree in corporate communications, marketing or communication skills desirable. Three to Five years banking experience and press communications preferred. Ability to think through and understand a process from start to finish and make prudent lending decisions. Excellent communication skills required. Must be able to solve problems quickly and accurately. Ability to read and write routine business correspondence and interpret complex reports. Ability to read, write and speak effectively and make presentations. Ability to manage multiple assignments and work under pressure. Ability to understand and carry out instructions furnished in written, oral or diagram form. Ability to make decisions and handle a variety of situations within the department. Ability to include ten key, typing, computer skills, communication skills and basic clerical skills. Good organizational skills. A valid drivers license is required.

Work Environment

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee is frequently required to sit and occasionally required to walk and be able to talk and hear. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. Must be able to wear a mask while in the workplace in accordance with federal and state requirements. The noise level in the work environment is usually moderate.

Equal Employment Opportunity Employer/M/F/Disability/Veteran