

Job Description

MARKETING ASSOCIATE I

Department: Marketing

Date: 1/10/19

Reports to: Marketing & Business Relationship Officer

Summary:

Assist and provide input in the overall development of the bank's marketing strategy, including the marketing plan, advertising, promotions, and business development activities. Assist the bank in reaching its goals via communications media and advertising materials in a manner that effectively represents the bank's products and services to existing and/or potential customers.

Duties and Responsibilities:

1. Advertising & Marketing

- Provide marketing support to other departments to help meet marketing goals.
- Collect bids from printing companies and coordinate the work with the printer once the bid is awarded.
- Coordinate with the advertising agency for advertising products as needed.
- Review all work completed through the bank's advertising agency.
- Gather and prepare market research.

2. Business Development & Public Relations

- Help organize and prepare meetings and bank public relations functions.
- Help plan, setup and stage special events to foster business development.
- Plan and conduct product and customer surveys.

3. Administration & Office Management

- Prepare memorandums, minutes, and various reports and correspondence.
- Organize and prepares for various meetings.
- Conducts research and market surveys as required.
- Monitor monthly advertising expenditures for budget compliance.

4. Accuracy & Timelines

- Complete assigned projects by required target dates.
- Maintain accuracy in all marketing related projects.

5. Knowledge

- Understand marketing goals and assist in implementing strategies to reach them.
- Maintain knowledge of Quality Service requirements.

Other Duties As Assigned.

Qualifications

- High School Diploma required with some college level courses in Marketing, Graphic Design or Business preferred.
- Proven ability to work on a project from beginning to end.
- Self-starter with high level of initiative.
- Excellent administrative skills with an emphasis on organization.
- Excellent interpersonal communication and relationship building skills.
- Ability to work effectively in a team environment to ensure seamless customer service.
- Possess working knowledge and operations skills of Microsoft Office Suite

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 15 pounds. Specific vision abilities required by this job includes close vision and the ability to adjust focus. The noise level in the work environment is moderate.

EEO/M/F/Veteran/Disabled