



AVP - MARKETING/PUBLIC RELATIONS

TITLE: AVP – Marketing/Public Relations	REPORTS TO: SVP/CFO
DEPARTMENT: Administration	FSLA: Exempt
JOB SUMMARY:	
<p>The AVP of Marketing/Public Relations will be the Bank’s primary marketing and social media coordinator and will own the majority of all marketing for the Bank. The position requires a data-driven marketer to be in charge of managing an ongoing branding/marketing strategy and to carry out marketing and social media plans as defined by senior management. This position will also act as the primary liaison between the Bank and any external marketing firms, consultants, designers, etc. that the Bank may contract with.</p>	
EXAMPLES OF KEY DUTIES: <i>(Duties are illustrative and not inclusive and may vary with individual assignment.)</i>	
<p>MARKETING</p> <ul style="list-style-type: none"> • Communicate the corporate mission, vision and core values throughout all advertising channels. • Ensure that message is cohesive and congruent throughout all our advertising, print media, press relations, website delivery, conference exhibits, presentations and community involvement efforts. • Brainstorm and develop ideas for creative marketing campaigns. • Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing papers, and lead generation content. • Help create and design marketing content for products, press releases, website and promotional materials. • Demonstrate ability to map out marketing strategy, and bring plans to fruition. <p>SOCIAL MEDIA</p> <ul style="list-style-type: none"> • Build and manage the company’s social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant. • Create shareable content appropriate for specific networks to spread both our brand and our content. • Drive consistent, relevant traffic and leads from our social network presence. • Explore new ways to engage and identify new social networks to reach our target clients • Track, measure, and analyze all initiatives to report on social media ROI <p>WEBSITE</p> <ul style="list-style-type: none"> • Create, develop and manage content for the Bank’s web presence 	

The above statements are intended to describe the general nature and level of work performed rather than an exhaustive list of all duties and responsibilities and skills required for the position. The Job duties may be changed at any time at management's discretion. The job description is not intended to create an employment contract of any kind.



- Maintain a consistent look and feel throughout all web properties
- Responsible for writing, editing and proofreading all site content.

QUALIFICATIONS:

Education and Experience:

- 3-5 years of relevant business experience preferably in social media marketing
- BA/BS degree in relevant field of study

Required Skills:

- Proven experience as a marketing specialist or similar role
- Excellent communicator and creative thinker, with an ability to use data to inform all decisions.
- Excellent copywriting skills along with basic skills in design, photography, videography and general content creation.
- Proficiency in marketing automation software in order to generate traffic and convert visitors to leads
- Solid computer skills, including MS Office, marketing software (Adobe Creative Suite, CRM) and applications (Web analytics, Google Adwords, etc.)
- Well organized, efficient, detail-oriented self-starter, and able to work independently or collaboratively.

PHYSICAL DEMAND AND EQUIPMENT USED:

Must be able to sit, walk or stand for extended periods.
Must be able to travel to branch locations.
Must be able to travel for business related matters.
General Office environment
General Office equipment

LAST UPDATED: November 2017

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