



MARKETING COORDINATOR

Starting range: \$25.00 – \$30.00
Full-time/Non-Exempt

JOB SUMMARY:

Responsible for assisting the Marketing Director in the development and implementation of the Bank's overall marketing plan, tactics, products, and services. Evaluates the results of marketing campaigns, spearheads market research efforts, and coordinates initiatives across a variety of channels. Manages website, social media and paid media opportunities. Partners with the business line to support promotion of new and existing products, marketing campaigns and events. Collaborates with vendors as required to achieve desired business results.

ESSENTIAL FUNCTIONS:

- Partners with the Marketing Director to support the organization's strategic plan by achieving short and long-term marketing goals and assisting with the development and preparation of the Bank's strategic marketing plan and budget.
- Uses independent judgment to proactively identify business needs, develop solutions and support the execution of marketing programs from start to finish, driving collaboration with stakeholders and leveraging the right internal processes; attends sponsorship events and trade shows as and when required.
- Creates and manages marketing projects and timelines in alignment with overall corporate goals and objectives.
- Assists with development of creative ads and deliver content via published material, digital and social media, paid ads, search and the Bank's website.
- Works with agencies to create promotional materials (print, digital, email, events) for various bank products and services and updates the same whenever required. Manages vendor relationship to ensure timely delivery of products and services.
- Partners with the business line in the promotion of new products and services, campaigns or promotions. Supports the branches through centralization and coordination of bank's marketing efforts, including but not limited to managing invoices, managing inventory for sales support materials and ordering collateral for branch locations and gathering, updating, and standardizing marketing materials and activities. Gathers, creates and standardizes marketing promotions, materials and activities, including promotional items for the Branches/Customers.

- Develops tools and analyzes data to track, measure and monitor marketing processes, including but not limited to marketing campaigns and advertisements, compliance checklists and invoices, budget vs. actual spend, to periodically evaluate the impact of marketing programs in achieving their stated objectives, including impact on lead flow and retention, and make appropriate recommendations.
- Identifies potential marketing opportunities through various channels including possible sponsorships, events and management of third-party vendors and recommends appropriate programs
- Reviews the bank's competition and targets customers in various markets, formulates marketing plans for Marketing Director's approval.
- Assists in the development and maintenance of the marketing promotional calendar and creating, updating, and maintaining Procedure and Training documents.
- Adheres to Bank policies and procedures and complies with all United States Federal and State Regulations including the Bank Secrecy Act, Anti-Money Laundering Act, USA PATRIOT Act, and OFAC laws and their implementing regulations. Complies with Wage and Hour regulations, including but not limited to taking meal and rest periods timely, recording time accurately, and reviewing/approving timecard.
- Supports the Bank's compliance efforts by completing compliance and other technical training workshops as assigned. Reads periodicals and attends external webinars/workshops to maintain an above average expertise of trends in lending/credit.
- Performs routine and complex tasks related to delivery of services to other departments in support of Bank initiatives.
- Regular and punctual attendance is a requirement of this position.

REQUIREMENTS

- Bachelor's degree in marketing, business, communications related field or equivalent
- Minimum 5 years related experience and/or training in Marketing or equivalent combination of education and experience. Banking or Financial experience preferred.

SKILLS AND KNOWLEDGE

- Demonstrated ability to learn quickly and willingness to obtain functional knowledge and understanding of Bank products and services.
- Organization skills and time management skills.
- Excellent communication and decision-making skills.
- Familiarity with online content marketing, social media development strategies and SEO/SEM related strategies.
- Effective interpersonal skills with demonstrated ability to work in a team environment to improve the delivery of service to internal and external customers.
- Management of clients, prospects, referral sources, and other influential relationships in the market.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to meet the minimum requirements. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

TO APPLY: If you would like to apply, please submit your resume via email at careers@sbical.com.