



Marketing Intern

DEPT./LOCATION:

REPORTS TO:

CLASSIFICATION: Non-Exempt/Part-Time

Position Summary:

The Marketing Intern assists the Marketing Committee with the creation of content, implementation, communication, execution and tracking of marketing initiatives throughout the organization.

Duties and Responsibilities:

1. Assist with the creation and maintenance of the bank's internal and external marketing materials; including flyers, brochures, videos, newsletters and other promotional materials.
2. Assist with the bank's social media sites, including Facebook and LinkedIn.
3. Responsible for the intake of marketing proposals and obtaining approval from appropriate personnel.
4. Works with the Marketing Committee to develop and propose marketing campaigns for bank products and services.
5. Works with the Compliance Department to ensure all applicable logos and disclosures are incorporated into marketing materials.
6. Work with Human Resources and Branch Managers as needed to coordinate personnel and promotional items for community and company sponsored events.
7. Seek out marketing and sponsorship opportunities in the communities River Bank serves.
8. Attend community events, representing River Bank in a professional manner.
9. Responsible for tracking data and reporting to the Marketing Committee on the effectiveness of different avenues used.
10. Retains applicable records for internal audits and future reference.
11. Other duties as assigned.

Desired Knowledge, Skills and Abilities:

1. A degree, or in pursuit of a degree, in Marketing, Communications, Digital Media or Graphic Design, or an equivalent combination of experience.
2. Experience in a similar position or banking environment.
3. Ability to adapt to different work locations and sites.



4. Strong interpersonal skills; must be a self-starter, organized and creative.

Position Requirements:

1. High School Diploma or GED.
2. Ability to travel throughout the area for community events.
3. Ability to think creatively and strategically.
4. Strong creative and proof-reading skills.
5. Excellent communication skills, both written and verbal.
6. Ability to work as part of a team.
7. Experience with Adobe Creative Suite, Canva or a similar program used for content creation.

Work Environment/Physical Demands:

Work is performed largely in an office environment, during normal business hours. Deadline pressure is an integral part of the job. Regular mental and visual concentration for computer usage and reading complex and technical compliance information is required. Position will alternate between walking, sitting, standing, stooping, bending, and occasional lifting up to 50 pounds of office supplies and/or documents throughout work shift.

Acknowledgement:

I understand that this job description describes the general nature and level of work performed by associates assigned to this position. It does not state or imply that these are the only duties and responsibilities assigned to the job, and does not create an employment contract. I also understand that I may be required to perform other job-related duties as requested by Management. All requirements are subject to change over time, within Management's sole discretion, and to possible modification to reasonably accommodate individuals with a disability.

Print Name

Signature

Date