



## Marketing Coordinator

**DEPT:** Marketing

**REPORTS TO:** HR Manager

**CLASSIFICATION:** Non-Exempt

### **Marketing Coordinator Summary:**

This position is responsible for developing, implementing and facilitating all aspects of the marketing functions of the bank. This position is also responsible for increasing brand awareness for the bank throughout the community.

### **Marketing Coordinator Duties and Responsibilities:**

1. Lead the creation and coordination of an integrated marketing strategy encompassing both digital and traditional channels to increase brand awareness for River Bank in the communities the bank serves.
2. Develops and implements marketing campaigns to support the strategic goals of the bank.
3. Responsible for finding, planning, coordinating, and executing community events for marketing and volunteering initiatives.
4. Intake and track employee community involvement and oversee the Volunteer of the Year program.
5. Work collaboratively with all locations and departments to help generate content to fit their marketing goals.
6. Engage staff through the design and execution of bank-wide marketing initiatives, competitions, and contests.
7. Intake and process marketing and donation requests from Branch Managers through monitoring of the marketing inbox, forwarding any items to appropriate departments as needed (human resources, compliance, etc.).
8. Analyze marketing and sales data to develop insights and make recommendations on areas of opportunity.
9. Oversee and manage marketing related budgeting, spending and promotional item inventory.
10. Responsible for the communication of public relations and customer related information through a variety of avenues such as the company website, phone system and social media sites.
11. Manages the bank's website and ensures changes are made in a timely manner.
12. Maintain knowledge of River Bank's products, services, documents and procedures in order to produce appropriate marketing materials.
13. Serves as the point of contact and resource for marketing related questions and external vendors.
14. Conduct product comparisons of area competitors annually.
15. Backup Receptionist with intaking phone calls and greeting customers as they enter the building during absence.
16. Ensure the confidentiality of all company records and information.
17. Assist with other duties and projects as assigned.



**Marketing Coordinator Desired Knowledge, Skills and Abilities:**

1. Skills in building strong working relationships with co-workers.
2. Strong written and verbal communication skills.
3. Ability to work independently and prioritize projects.
4. Excellent attention to detail.
5. Proficiency with various computer software programs including Canva and Adobe Creative Cloud products.
6. Strong background in various social media channels including Facebook, Instagram, LinkedIn, and their corresponding ad managers.
7. Solid understanding of website and marketing analytics tools.
8. Working knowledge of HTML and email software.
9. Strong organizational skills.

**Marketing Coordinator Requirements:**

1. High School diploma or GED.
2. Associate or Bachelor's degree in Marketing, Business or a related field preferred.
3. Proven ability to maintain high levels of confidentiality.
4. Previous experience working in a similar role.

**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.