

# Marketing Specialist I

Citizens Alliance Bank, its Directors, Officers and Employees are committed to meeting the challenges of the future of the organization. We are a family friendly, dynamic and industrious place to work.

The primary function of the Marketing Specialist I is to assist the Marketing Coordinator in executing the day to day marketing and public relations efforts and related functions of Citizens Alliance Bank. This position is responsible for supporting the Marketing Coordinator in implementing the marketing plan and development surrounding advertising, public relations, customer service, merchandising, sales tools, and maintenance of key sponsorship relationships.

This position will assist in compiling and preparing key sales and marketing data, statistics and related results to the Marketing Coordinator. The Marketing Specialist I will also provide administrative support on daily sales and marketing agendas, marketing and promotion events, and public relation related matters.

The secondary function of this position is to provide Executive Administrative Assistant support through the Marketing Coordinator to the CEO, President/COO, and Senior Management Team.

Citizens Alliance Bank is a great place to work with competitive wages and benefits. We are customer driven and community focused in all of our locations.

## Accountabilities

- Assist and support the Marketing Coordinator in maintaining the Bank's marketing and public relations calendar and related recordkeeping systems.
- This position will assist in the planning and coordination of the Employee Appreciation Party, Customer Appreciation Days, Prairie Fest Days, Farmfest, and other bank wide community and sponsorship efforts.
- Assist the Marketing Coordinator in implementing effective sales initiatives and promotional campaigns, new product research and development, and coordination and administration over periodic customer survey gathering and compilation, and the interpretation of results.
- This position will assist in overseeing and maintaining the Bank's Intranet, Website and Social Media site(s) development and administration, including periodic update and content changes under the direction of the Marketing Coordinator.
- Maintain and update corporate collateral materials including brochures and product literature, standard customer correspondence, signage, maps and event materials under the direction of the Marketing Coordinator.
- Assist in the design, creation, and manage to completion all marketing production related efforts such as promotional items, printed collateral, multimedia collateral, and direct mail pieces.
- Continues to stay current on all marketing industry trends, relevant customer trends, related laws, regulations, and changes pertaining to product features and functionality, and related brochure disclosures.

- This position will assist in identifying and implementing the necessary sales and marketing, product training and education, tools to promote growth and customer service quality.
- The Marketing Specialist I will assist in compiling and preparing detailed sales and marketing reports as requested by the Marketing Coordinator.
- Provides executive administrative support under the direction of the Marketing Coordinator to the President/COO, CEO, and Senior Management Team in conjunction with the periodic scheduling, preparation, and administrative duties with respect to Senior Management Team meetings.
- Answer customer and employee questions pertaining to marketing events or functions, or direct them to the appropriate staff.
- Adherence to BSA/AML Laws, Regulations, and Compliance will be required in this position.
- Physical presence in the bank is required.
- Periodic traveling to other branch locations will be required of this job.
- Perform other duties as assigned and requested.

## Job Specifications

Attributes of a successful candidate will include the ability to work independently, strong organizational skills and a keen eye for detail, be professional at all times, and be able to maintain a high level of accuracy. Demonstrate proficiency with Microsoft Office Applications and marketing technology. Strong communication and time management skills, as well as interpersonal skills are required of this position.

## Job Qualifications

### Education:

- High School Diploma is required
- Associates degree or higher in related discipline is preferred.
- Continuing Education in order to maintain job knowledge is required.

### Experience:

- One to Three years of marketing or equivalent experience is required.
- Three to Five years of customer service experience is preferred.
- Proficiency in Microsoft Suites, Adobe Creative Suite, Intranet and Digital Media.

Salary will be based on qualifications. Citizens Alliance Bank offers a competitive benefits package.

Citizens Alliance Bank is an Equal Opportunity Employer of Protected Veterans and Individuals with Disabilities.