

HEARTLAND BANK Job Description

Job Title: Marketing Associate
Reports to: VP - Operations
FLSA Status: Non-Exempt
Location: Gowrie or Manson

SUMMARY

Assist with implementing, planning, and coordinating the Marketing activities, help coordinate the Bank's advertising, promotion and public relations functions and marketing activities to increase community awareness, attract new customers and promote the bank's brand.

ESSENTIAL DUTIES AND RESPONSIBILITIES including the following. Other duties may be assigned.

- Perform full range of duties pertaining to the marketing function, including, but not limited to receiving and answering both in-person and telephone inquiries from customers, prospects, and vendors.
- Preparation of various marketing brochures, banners, etc.
- Help coordinate, create, and implement direct mail programs.
- Assist with producing print advertising for area newspapers, sports calendars, yearbook ads, signature ads, yellow pages, calendars, etc. Assists in scheduling and meeting all deadlines both internal and external.
- Assist with design, print, distribution and copy of promotional materials and bank product brochures.
- Monitor and document competitor's print advertising, keeping a file and communicating information to the Marketing Committee.
- Maintain the bank's website including daily tracking of customer request, weekly updates of web page information, etc.
- Maintain the bank's social media including daily/weekly postings, customer comments, tracking activity, and assisting with additional development in the social media area, etc.
- Maintain a list of all promotional trinkets or customer gifts used at the bank and communicate availability of these trinkets to employees. Maintains a library of sources for trinket orders and assists with ordering additional trinkets as needed.

NON-ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDING THE FOLLOWING.

Keep abreast of developments in the Marketing field through reading, attendance at beneficial programs, and establishing/maintaining associations with other professionals, vendors and consultants. Other duties may be assigned.

SUPERVISORY RESPONSIBILITIES

There are no supervisory responsibilities in this position.

COMMUNITY INVOLVEMENT

Be involved in the community the bank services, especially being involved with bank sponsored events. This may also include being a part of an organization or committee picked by the bank, including potential leadership in the organization and/or committee.

QUALIFICATIONS

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

EDUCATION REQUIREMENTS; AND EXPERIENCE REQUIREMENTS; OR EQUIVALENT

Associate's degree (A.A.) or equivalent from accredited two-year college plus additional bank-related training; or two to three years related experience and/or training; or equivalent combination of education and experience.

REGULATIONS AND TRAINING

Understand and follow the Bank Secrecy Act rules and regulations. Including the preparation of Currency Transaction Reports (CTRs) and reporting suspicious activity. Understand and follow all bank regulations, specifically Regulation CC (Funds Availability), Regulation E (Electronic Funds), Regulation DD (Truth in Savings), and Privacy Policy. Understand and follow all security procedures as outlined in the bank's security policy. Must be able to detect regulation issues, including BSA issues, and report such issues to your supervisor.

Must attend all assigned training events. Must be able to incorporate training material into daily duties of the position.

LANGUAGE SKILLS

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients and other employees of the bank.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals without calculator assistance. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

OTHER SKILLS AND ABILITIES

Must have the ability to operate the following equipment: vehicle, telephone, copier, fax machine, scanner, PC and printer.

KEY CONTACTS – Internal and External

Has frequent to moderate contact with all areas of the bank regarding the development and promotion of new products and services, premium programs, long-range marketing plans and strategies.

Has moderate contact with all bank personnel to provide information regarding programs and marketing plans.

Has moderate contact with peers in other financial institutions regarding new product/service developments, customer demand trends, etc.

Has frequent to moderate contact with media sources regarding press releases, promotional campaigns, advertisements, etc.

CERTIFICATES, LICENSES, REGISTRATIONS

Valid driver's license. Able to be bonded by the bank's surety company.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand, walk, sit, use hands and fingers, handle, or feel, and reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

HOURS

Position may require the ability to work before or after normal branch hours to meet with customers and non-customers, attend various meetings or training sessions.

LOCATION

Position may require the ability to work from any of the bank's branch locations, from home, or other designated location to meet deadlines and attend various meetings.