



MEMBER FDIC

Position Title:	Marketing/Business Development Representative
Date:	August 2019
Department:	Marketing
Location:	Shawnee
Supervises:	None
Reports To:	President/Chief Executive Officer
FSLA Status:	Exempt

Summary of position:

The Marketing/Business Development Representative is responsible for the day-to-day marketing functions of the bank, including expenses, budgets, compliance, promotions and community service activities. This position will be heavily involved in business development activities in the local community to develop a network of outside referral sources for new business.

Key job functions: *(Includes current duties, primary objectives, and responsibilities which are critical to the successful performance of the position)*

- Assists in the development and execution of annual marketing budget and plan
- Maintains and reports on the status of marketing expenses
- Assists in the development, direction and implementation of the production and distribution of customer announcements of new products and services through newsletters and special mailings
- Ensures messages are consistent with marketing strategies
- Assists in administration of promotional campaigns, product incentives, and customer call program
- Coordinates the bank's creative and marketing materials, in conjunction with the bank's marketing and public relations firm
- Coordinates the bank's participation in community events
- Manages the bank's website and social media presence, in conjunction with the bank's marketing and public relations firm
- Promotes the bank's image and growth in the Shawnee community by participating in promotional programs, activities, special events, public relations activities, which may require working after/non-business hours
- Performs an extensive amount of business development activities in the business community to develop growing network of outside referral sources for new business
- Collects and organizes customer and business development data for marketing efforts
- Proactively contacts prospects either by phone or in person to identify financial needs and initiate customer relationships
- Works closely with calling officers to participate in joint calling efforts on customers and prospects
- Responsible for tracking officer customer calls
- Travels to branches and other business appointments with own transportation or with bank auto (when available)
- Other duties as assigned

Qualifications:

- Excellent verbal and written communication skills
- Knowledge of current marketing trends and technology
- Strong computer skills – proficiency with Excel, Outlook, Word and PowerPoint
- A strong sense of ownership over projects and tasks, the ability to identify new opportunities, and have the initiative to pursue and complete them
- Excellent interpersonal skills
- Strong organizational skills with attention to detail
- Basic photography skills a plus

Education and Experience:

- Bachelor's degree in marketing or related field; or equivalent combination of coursework and work experience
- Previous experience in marketing or business development a plus

Physical Demands: These physical demands are generally representative of the position.

- Hearing, speech, close vision
- Sitting, including computer use
- Filing responsibilities may include standing, walking, lifting, kneeling, and crouching

*Equal Opportunity Employer

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