



**Job Posting  
Marketing Coordinator  
One Community Bank**

One Community Bank is searching for a dynamic and highly motivated person to fill our fulltime Marketing Coordinator position. Qualified candidates interested in working at a growing community bank should submit their cover letter and resume by email to:

**Talent, [careers@onecommunity.bank](mailto:careers@onecommunity.bank)**

**Summary:**

Under the direction of the VP-Marketing, this position implements all marketing functions in accordance with the bank's marketing plans. These functions include, but are not limited to creative, promotion, research, PR, writing, planning and community involvement.

**Essential Duties and Responsibilities include the following:**

- Works closely with the VP, loan department leadership, Branch Managers and Compliance.
- Creates and coordinates the bank's marketing plans and long-term objectives for products, services and markets.
- Coordinates public relations activities on behalf of the bank. This includes writing press and product releases and distributing to the media. Crafting and distributing internal and external communications (i.e. newsletters) as well as maintaining relations with local media and industry trade associations is expected.
- Is involved with the community through civic activity, service organizations, and/or professional associations.
- Designs, updates and maintains the company's web site and assists with the internal portal.
- Manages the company's social networking web site(s).
- Coordinates community and business organization activities. Assists in creating and maintaining donation records.
- Implements agreed upon company advertising and promotion activities. Responsibilities can include copyrighting, design, layout, and production of supporting marketing literature. Assists and coordinates client service programs and special projects such as trade shows, seminars, and new product promotions.
- Maintains collection and history of marketing collateral, calendar, reports, and plans. Prepares and updates as required.
- Assists the VP in all marketing, research, analysis, reporting, clerical duties and implementation as requested.
- The duties and responsibilities described are not a comprehensive list. Additional tasks may be assigned as necessitated by business demands.

**Desired Qualifications / Skills / Abilities:**

- At least 2 - 4 years of marketing and/or public relations experience – financial institution experience a plus. A bachelor's degree in marketing or a related field is desirable.
- Knowledge of rules, regulations, policies and procedures in the financial services industry
- Advanced problem-solving skills
- Proficiency in Microsoft Office tools, graphic software and web site

