



Job Posting
Vice President - Marketing
One Community Bank

One Community Bank is searching for a dynamic and highly motivated person to fill our fulltime Vice President - Marketing 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

Summary:

The Vice President – Marketing will manage marketing operations, assessing and improving existing initiatives, and devising new strategies to increase market share.

To be successful in this role, they will be able to tailor marketing strategies to complement the bank’s objectives. They will have excellent leadership and communication skills to successfully provide guidance to their team and will have a vast knowledge of current marketing trends.

Essential Duties and Responsibilities include the following:

- Plan and organize marketing functions and operations (product development, branding, communications etc.), and ensure they project the bank’s unique “voice”.
- Define marketing strategies to support the bank’s overall strategies and objectives.
- Liaising with other departments to guide a unified approach.
- Build a highly efficient team of marketing professionals.
- Conduct market research and stay abreast of competitor positioning.
- Design and analyze the effectiveness of digital marketing campaigns
- Contribute to new business development initiatives.
- Manage the bank’s web site.
- Budget management.

Desired Qualifications / Skills / Abilities:

- At least 5 years of Marketing experience
- Bachelor’s Degree in Business Administration, Marketing, Communications or relevant field
- Understanding of different business disciplines (IT, finance etc.)
- Banking experience preferred
- Experience with digital marketing tools and techniques
- At least 3 years of supervisory experience, preferred
- Strong problem-solving skills
- Advanced Microsoft Office skills