



228 N 2<sup>nd</sup> Ave SW, Rome, Georgia 30165  
Email: HR@rivercity.bank

## Job Description – MARKETING SUPPORT and CLIENT SERVICES ASSOCIATE

Exempt Status: Non-Exempt (hourly)  
Reports to: Branch Manager and Marketing Director

- **Note - This position will work to assist with incoming customer calls as well as provide support for the Director of Marketing.**

**Position Summary:** This position has the overall responsibility of providing quality service to customers both on the phone and during any personal interaction at the bank. Responsibilities will be answering incoming calls and responding to those as necessary, answering questions and assisting customers as needed. This position will also assist in coordinating and assisting with the local marketing initiatives of the markets working alongside the Director of Marketing. This position will assist the Director of Marketing for local marketing needs and could assist in areas for the bank including digital and traditional channels including print, digital (intranet, email, social, web), TV, and radio, as well as community and public relations. Successful candidates need to have excellent verbal communication skills and be able to effectively communicate to both clients and employees.

### Key Duties and Responsibilities

Provide personalized service to financial institution customers by performing the following duties:

- Evaluate needs or requests to clients that call, or to potential customers, and direct calls to other specialized areas within the bank as needed.
- Provide excellent, friendly customer service to clients that call or come into the lobby.
- Receive bank visitors, provide information as needed and direct them to appropriate staff as necessary.

Provide assistance to Director of Marketing by:

- Serve as an active member on the Marketing Committee
- Coordinate social media, digital, and other advertising posts
- Assist in coordinating blog and social media posts, updates to website, press releases, intranet updates, manage marketing inventory, branch collateral, and other communications of the Marketing Department.

- Act as a liaison between the communities and the bank, filtering requests for support, donations, and involvement.
- Complete other duties as assigned and provide support as directed by the Director of Marketing.

### **Overall**

- Build and maintain positive relations with customers, potential customers, and colleagues.
- Maintain a proficient knowledge of department and bank policies, procedures, and regulations.
- Creates an environment of commitment to compliance, including but not limited to the BSA/AML and OFAC Compliance Program which encompasses; acting with integrity even in difficult situations; completing training in a timely manner; setting an example for others in diligently reporting suspicious activity; and understanding both your individual and the organization's responsibilities around fair and responsible banking and to use that knowledge to serve customers fairly and consistently.
- Complete other duties as assigned.

### **Knowledge, Skills & Abilities**

- 3-5 years related banking experience preferred
- High School diploma or equivalent required
- Ability to understand and participate in inter-department operations
- Be a team player with a positive attitude and be comfortable in a changing environment
- Must possess excellent communications skills, both written and verbal
- Ability to adapt and work effectively within a variety of situations, individuals or groups
- Position requires attention to detail, prioritization of duties, and time management skills.
- Good organizational and time management skills
- Exhibit the ability to handle conflict in a professional manner, exhibit professionalism in communication skills to staff at all levels and must be able to work under the pressure of deadlines
- Extreme passion for community partnerships and involvement, and enjoy professional networking, meeting new people, and making new connections.