



228 N 2nd Ave SW  
Rome, Georgia 30165  
(706-236-2123)

## JOB DESCRIPTION

**Position title:** Marketing & Community Relations Manager  
**Exempt Status:** Non-Exempt, full-time position  
**Reports to:** Director of Marketing

**Position Summary:** The Marketing & Community Relations Manager assists in coordinating and carrying out the internal and external marketing initiatives of the bank through digital and traditional channels including print, digital (intranet, email, social, web), TV, and radio, as well as community and public relations. This role focuses on cultivating the corporate sales culture, engaging in business development activities & programs, nurturing client relationships, and identifying and maximizing opportunities for involvement in the communities we serve.

### Key Duties and Responsibilities

- Build and maintain positive relations with customers, potential customers, and colleagues.
- Create and utilize systems to track marketing programs and projects, sharing information as needed between operations and sales departments to keep the status current.
- Maintain a proficient knowledge of department and bank policies, procedures, and regulations.
- Actively create a positive sales environment through education of clients and staff about the Bank's products and services
- Engage in business development activities in conjunction with community relationships and business development programs.
- Create, source, and organize content for presentations, business cases, training/education materials, and marketing collateral.
- Serve an active role in the marketing committee, including documenting meeting minutes and sending out meeting agendas
- Assist in identifying and participating in the most beneficial, impactful, and optimal opportunities for community involvement in the markets we serve, acting 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.

### Knowledge, Skills & Abilities

- 3-5 years related banking experience preferred
- Bachelor's Degree with a preferred major in Marketing
- 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 and with various individuals or groups
- High degree of accuracy and attention to detail
- 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
- Thoroughly enjoy professional networking, meeting new people, and making new connections
- Proven experience with event planning
- Experience creating and managing content for print and digital channels, including SharePoint, websites, email, and print marketing collateral preferred