

JOB DESCRIPTION



Position title: Marketing Assistant
Exempt Status: Non-exempt, full-time position
Reports to: Director of Marketing
Location: Rome

Position Summary: The Marketing Assistant is responsible for supporting the coordination and implementation of internal and external marketing initiatives of the bank, promoting the company's brand, products, and services. This position will provide administrative and creative support across digital and traditional channels, ensuring smooth execution of campaigns.

Key Duties and Responsibilities

- Social Media Management: Assist in creating and scheduling content across various social media platforms (e.g., Facebook, LinkedIn, Instagram, etc.). Monitor and engage with followers to boost online presence and customer interaction.
- Content Creation: Collaborate with marketing team and colleagues to develop and design engaging digital content such as photos, videos, graphics, infographics, blog posts, etc. to support the overall marketing strategy.
- Email Marketing: Support the planning, creating, and execution of email marketing campaigns.
- Analytics & Reporting: Track and analyze key performance indicators for social media and website traffic using tools like Google Analytics or a similar platform. Provide regular reports to support marketing decisions.
- Promote the bank's brand and image internally and externally.
- Create and utilize systems to track marketing programs and projects, sharing information as needed between departments to keep the status current.
- Assist in creating, sourcing, and organizing content for presentations, business cases, training/education materials, and marketing collateral.
- 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.
- Serve an active role in the marketing committee, including documenting meeting minutes and sending out meeting agendas.
- Maintain a proficient knowledge of department and bank policies, procedures, and regulations.
- Complete other duties as assigned and provide support as directed by the Director of Marketing.

Required Qualifications

- Familiarity with social media platforms, trends, and best practices
- Experience in Canva or other graphic design software
- Experience creating and managing content for print and digital channels, including SharePoint, websites, email, and print marketing collateral
- Experience with event planning
- Must possess excellent communications skills, both written and verbal
- High degree of accuracy and attention to detail
- Good organizational and time management skills
- Ability to understand and participate in inter-department operations
- Team player with a positive attitude and be comfortable in a changing environment
- Ability to adapt and work effectively within a variety of situations and with various individuals or groups
- 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

Preferred Qualifications

- 3-5 years related experience preferred
- Bachelor's Degree with a major in Marketing preferred
- Photography and/or videography experience preferred