



Job Posting

Position: Marketing Associate
FLSA Status: Non-exempt
Pay Range: \$20-25/hour

Department: Operations
Location: Hammond (with travel)
Hours Needed: M-F, 8:00-5:00, Some after hours

Position Summary:

Assists in managing all marketing related functions of the financial institution, including digital and print marketing, marketing strategies, community relations, compliance, and others.

Job Responsibilities:

- Work with executive management to ensure marketing strategies and implementation align with and support the strategic goals of the business
- Maintain up-to-date knowledge of the rules and regulations related to marketing, particularly in a financial institution
- Assist department heads in creating and obtaining marketing material
- Work closely with outsourced providers to create and update ads, social media posts, posting schedules, website landing pages, and monitor performance of such items
- Handle the design, coordination, and procurement of the Bank's brand book, signage, promotional items, and other branded material
- Work closely with vendor to ensure website is updated and accurate, and implement any requested changes
- Manage organization and employee involvement in sponsorships, volunteer efforts, conferences, and other events
- Maintain professional contacts and knowledge base of marketing skills within and outside of the financial institution
- Develop, direct, and implement production and distribution of customer announcements and materials
- Keep accurate records of all marketing materials
- Work with auditors/examiners and other staff as needed to provide requested information or documentation
- Assist and provide recommendations to staff on management of their individual social media accounts, such as LinkedIn
- Establish and implement a Treasury Management service
- Provide support to other departments as needed
- Consistently supports the Bank and its Core Values
- Follow all bank policies and procedures
- Additional duties may be assigned by supervisor

Requirements:

- High school diploma or equivalent
- A Bachelor Degree in Marketing, Business, or related field preferred
- Experience in a financial institution preferred
- Experience with CRM systems, Connections preferred
- Experience with social media monitoring software
- Advanced knowledge of marketing rules, regulations, and best practices (in a financial institution)
- Excellent verbal and written communication
- Analytical and problem-solving skills
- Ability to establish and maintain effective working relationship with officers, employees, and external contacts

- Understanding and application of administrative activities
- Ability to effectively multi-task, and manage time and resources
- Highly adaptable
- Detail oriented

Benefits:

- Medical, Dental, and Vision Insurance
- Company Provided Life and Disability Insurance
- Paid Time Off
- 401(k) with Employer Match
- Tuition and Professional Development Assistance
- Mileage Reimbursement

American Bank is an Affirmative Action and Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, or protected veteran status and will not be discriminated against on the basis of disability.