



Job Description

Job Title: Marketing Coordinator
Department: Operations
Prepared By: Human Resources

Reports To: VP (Operations)
FLSA Status: Exempt
Travel Required: up to 10%

Summary Supports and assists in the development and implementation of the Bank's marketing plan and products and services.

Essential Duties and Responsibilities include the following.
Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Supports the organization's strategic plan by achieving short and long term marketing goals
- Assists with the preparation of the Bank's overall marketing plan
- Supports the branches through centralization and coordination of bank's marketing efforts
- Responsible for gathering, creating and standardizing marketing promotions, materials and activities based on geographical locations of the branches
- Responsible for developing creative ads and delivering content via published material, online, and social media. Knowledge of Adobe Creative Suite required.
- Identifies potential marketing opportunities through various channels including possible sponsorships and events
- Maintain the Bank's website and manage social media outreach
- Attends sponsorship events and trade shows as and when required
- Assist in the maintenance of the Marketing budget
- Reviews bank's competition and target customers in various markets
- Develop tools to periodically measure the effectiveness of the Bank's marketing campaigns and advertisements
- Supports the development of branch employees through customer service and marketing trainings
- Will adhere to and comply with all United States Federal and State Regulations including the Bank Secrecy Act, Anti-Money Laundering Act, USA PATRIOT Act, and OFAC laws and their implementing regulations
- Regular attendance is an essential function of this position.

Supervisory Responsibilities

This position has no supervisory responsibilities.

Work Environment



This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk use hands to finger, handle or feel; and reach with hands and arms.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Qualifications To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Associate's Degree in Business or equivalent; three to 5 years related experience and/or training in Marketing or equivalent combination of education and experience.

Computer Skills

To perform this job successfully, an individual should have knowledge of Microsoft Excel, Word & PowerPoint, and creative software such as Adobe Illustrator, Photoshop, etc.

Other Skills

Demonstrated ability to learn quickly and willingness to obtain functional knowledge and understanding of company products and services. Organization skills and time management skills. Demonstrated ability to work in a team environment to improve the delivery of service to internal and external customers.

TO APPLY: If you would like to apply, please submit a cover letter referencing the job title, resume, three professional references (names/contact information) and send to:

careers@sbical.com

Fax: 213.489.4560

Documents submitted via email as attachments must be in Microsoft Words of pdf format. Resumes that do not reference a specific job title in the cover letter or email subject line will not be considered.