



# Independence

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## BANK

Banking on the Hi-Line

### **Regional Marketing Assistant** **POSITION SUMMARY**

As an exemplary community bank, we are looking for an outgoing individual who shares in our unmatched commitment to customers and our communities. This position is responsible for assisting the Banks VP of Marketing with system wide marketing efforts, research, and development of marketing strategies for new products and services and the delivery of those services to the Branch Banks. Assist with consumer and business customer development and retention to include new accounts, loan, and deposit relationships

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

This individual will work with Marketing team on Graphic Design, managing workflow associated with the development and production of both printed and digital materials to ensure quality and consistency with our brand. Will assist the Marketing team in delivering universal & system wide marketing campaigns and initiatives to the Branches. Will coordinate media advertising in all branches for branch wide campaigns.

To lead the marketing team efforts with IB's on-going participation in social media. This will include working with the marketing team to develop and execute social media marketing strategies to expand and support the annual marketing campaigns, customer education, and community involvement.

#### **EDUCATION and/or EXPERIENCE:**

Bachelor's degree (B.A.) in business related field from a four-year college or university; related experience and/or training, or equivalent combination of education and experience with a preferred emphasis in banking, marketing and/or sales.

#### **OTHER SKILLS and ABILITIES:**

Ability to use a computer and ten-key and word processing and bank related software such as Word, Excel, and PowerPoint and the ability to understand digital graphics terminology and advertising specifications. Knowledge of banking terminology is also needed.

#### **CERTIFICATES, LICENSES, REGISTRATIONS:**

Must possess a valid driver's license.

For a full job description and physical demands, please contact the Human Resources Department. Independence Bank EEO/Employer/Vet/Disabled