



MARKETING DIRECTOR

LOCATION: Salina
SUPERVISOR: Chief Financial Officer
SUPERVISES: Marketing Coordinator
HOURS: Position is exempt. Hours are generally 8:00am – 5:00pm, Monday – Friday, but flexibility is required to satisfy special event attendance. Average work week is 40 hours per week.

JOB SUMMARY:

This position is responsible for the development, management and execution of marketing plans and events that support the bank's strategic initiatives. As Marketing Director, you will be responsible for maintaining a consistent and positive image for the bank in all promotions and media marketing.

RESPONSIBILITIES & EXPECTATIONS:

- Develop and coordinate customer/prospect advertising/communications including but not limited to:

<u>Topics</u>	<u>Mediums</u>
Products & Services	E-banking Messaging (Q2 Smart)
Loan Initiatives	Print & Direct Mail
Events	Website
Promotions	Email Campaigns
Education	Quarterly Newsletters
Campaigns	Social Media
- Develop and coordinate internal employee communications including but not limited to:

<u>Topics</u>	<u>Mediums</u>
Events	Email
Promotions	Newsletter
Campaigns	
- Lead the Marketing Committee and work closely with branch managers and senior leadership to engage new ideas, maintain strong communication, and develop marketing strategy
- Maintain literature, brochures and other marketing materials that list current service charges for customers and ensure the availability of this literature.
- Segment customers based on demographics, behaviors, and financials to deliver targeted messaging.

- Create, review and oversee advertising messaging and descriptive materials.
- Maintain a positive Digital Bank Brand by improving the bank's digital perception and by monitoring social media; respond to posts as needed.
- Utilize Customer Relationship Management (CRM) software as appropriate
- Monitor metrics including:
 - Campaigns by cost and promotional success.
 - Email campaign CTR, email heatmaps, Web CTR's. Follow-up as necessary.
 - Product conversion rates
 - Digital
- Coordinate/Delegate special event participation and order all promotional items related to such events.
- Create and manage the marketing budget to reach the Bank's goals and objectives.
- Oversee website and related domains
- Possess creative and technical expertise necessary to perform all aspects of the position.
- Provide forward thinking, exceptional creativity and design.
- Maintain professional contacts and knowledge of marketing skills within and outside of the Bank.
- Attend professional development classes as approved.
- Stay up to date with issues, trends, and developments in the banking industry.
- Maintain inventory of bank promotional materials for use at events and special promotions.
- Ensure marketing plans and materials conform to all banking regulations.
- Maintain records for regulatory and audit review.
- Facilitate marketing committee.
- Facilitate and execute branch marketing.
- Work closely with Senior Leadership Team and Branch Managers.
- Collaborate with retail banking, operations, lending, IT, and compliance.
- Maintain relationship with marketing related vendors for placement and execution of advertisements, radio content and event planning.
- Direct work performed by Marketing consultants.

EDUCATION & QUALIFICATIONS:

- Minimum 3 years relevant marketing experience required.
- Marketing degree or equivalent education preferred.

Job descriptions are subject to change based on the needs of the customers, the bank and your team members. Your specific schedule is determined by your supervisor based on these same needs and the hours of operation for your branch. Should your branch hours or transaction volume change, it may be necessary for your supervisor to adjust schedules accordingly.

First Bank Kansas offers a competitive compensation package and comprehensive benefits for full-time positions. To apply for this position, please send resume with cover letter and salary requirements to Human Resources, First Bank Kansas, PO Box 1337, Salina, KS 67402-1337 or e-mail to mdavidson@myfbk.com.

www.firstbankkansas.com

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