

Helping customers with their financial needs and leading the way in innovation and responsiveness is the core of CoreFirst Bank & Trust's ("CoreFirst") mission. This philosophy, the CoreFirst Way, has guided the bank well for over sixty (60) years and sets us apart from competitors.

Position Description:	Marketing Assistant		
Reports To:	Marketing Manager	Department:	Marketing
Supervises:	None	Classification:	Full-time, Non-Exempt

🕒 Hours:	8:00 am to 5:00 pm Monday through Friday	
🏢 Location:	Headquarters	3035 SW Topeka Blvd. Topeka, KS 66611
📄 Role:	The Marketing Assistant supports the marketing functions of the Bank by promoting the company's brand, products, and services. Assists in the development of a cohesive marketing program, including print, online, direct mail, and other strategies. The successful candidate must be task oriented, possess high standards of quality and accuracy, and have experience in applying design techniques, tools, and principals.	
🔗 Apply:	www.corefirstbank.com/careers	
Essential Functions & Responsibilities:	<p>40% Participates in external and internal customer communications which can include writing, editing, implementation and administration of messages through multiple channels and audiences, including; newsletters, brochures, sales flyers, letters, online posts, etc.</p> <p>20% Assists with intranet ("C-net") administration; adds new users, makes employee profile changes, answers questions, trains new content managers, develops and maintains new forms, and reviews content for accuracy.</p> <p>10% Helps maintain and monitors consistency and compliance throughout all marketing elements. Including ordering and quality control of printed materials.</p> <p>10% Monitors external website content and links. Performs maintenance as needed.</p> <p>10% Acts as backup for the bank's Customer Relationship Management software; creates lists and provides reports as requested.</p> <p>10% Acts as bank historian by taking pictures at events and serves as a positive representative of CoreFirst at company and community events. Helps prepare for public events such as tradeshow.</p> <p>Other Responsibilities</p> <ul style="list-style-type: none"> • Brainstorms creative ideas to enhance marketing efforts. • Assists in analyzing data obtained from customer service surveys. • Participates in planning of customer onboarding processes and mailings. • Takes requests from and assists various departments with tasks including, but not limited to, crafting letters, communication pieces, and fillable Adobe forms. • Assists with social media posting and responding. • Works with vendors to troubleshoot issues. • Orders corporate apparel and promotional items as needed. <p><i>Please note this 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.</i></p>	

Experience:	<ul style="list-style-type: none"> ▪ One year or more of marketing experience preferred ▪ Office-related experience required ▪ Adobe Photoshop experience strongly preferred ▪ Live Cycle experience helpful ▪ Experience with print and online writing, graphic design, social media, and website coordination preferred. ▪ Experience in web development, web design, or multimedia design helpful.
Education:	<ul style="list-style-type: none"> ▪ High school diploma or equivalent required ▪ Associates Degree in relevant field strongly preferred; Relevant job experience may be substituted for degree
Skills & Abilities:	<ul style="list-style-type: none"> ▪ Proficiency with Microsoft Suite products, Adobe Photoshop, and Live Cycle. ▪ Ability to meet deadlines and execute complex projects. ▪ Knowledge of communication and dissemination techniques and methods. This includes alternative ways to communicate information via written, oral, and visual media. ▪ Knowledge of and ability to apply design techniques, tools, and principles. ▪ Familiarity with principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, and sales techniques. ▪ Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessments, meeting quality standards for services, and evaluation of customer satisfaction. ▪ Ability to recognize when something is wrong or likely to go wrong; recognizing there is a problem. Ability to come up with unusual or clever ideas regarding a given topic or situation, or to develop creative ways to solve a problem.
Competencies:	<p>Adherence to CoreFirst Values: Respect, Communication, Integrity, Initiative, and Accountability. High level of skills in the CoreFirst Bank & Trust Competencies of Customer Focus, Compliance, Ethics, Perseverance, and Time Management</p>
Interpersonal Skills:	<p>A significant level of trust and diplomacy is required, in addition to courtesy and tact. Work involves extensive personal contact with others and may be of a personal or sensitive nature when working through escalations. Fostering sound relationships with others is necessary.</p>

Physical Requirements:	<p>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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit, stand, and walk. Some light physical effort required.</p>
Travel:	<p>Travel is negligible. It is primarily local during the business day, although some local evening and weekend travel may be expected.</p>
Work Environment:	<p>This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, copy machines, filing cabinets, and fax machines.</p>
Other:	<ul style="list-style-type: none"> • Applicants must pass a drug screen and background checks • Internal applicants must be meeting the minimum requirements of their current job and submit a cover letter and resume via the employee portal • Applications received by XXX given first priority

CoreFirst Employment Practices:

CoreFirst provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, CoreFirst Bank & Trust complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

I, _____, acknowledge by my signature below that I have received a copy of my position description.
Print Name

I have read and understand my job duties and responsibilities as **Marketing Assistant**. I further understand that I am responsible for the satisfactory execution of all the duties described therein, under any and all conditions as described.

I can perform the essential function of this position with or without reasonable accommodations? _____ Yes _____ No

I certify that the information provided above is true and complete, and I understand that if the information provided above is false, it may result in denial of employment or dismissal.

Employee Signature

Date

HR Representative Signature

Date

Reviewed September 2021