



Join our team and be part of a family-owned community bank, serving customers in south central Kansas with a friendly smile and stellar service for five generations. Our motto is “Banking isn’t a Money business, it’s a People business.” We have a deep sense of community pride and commitment to one of our greatest assets – our teammates! And we are looking for candidates who are ready to leverage their passion, skill, and collaborative efforts to make an impact on the success of CBK, our customers, and their own career.

Working closely with our Chief Strategic Marketing Officer (CSMO), the **Marketing Manager** will play an important role in the continued growth of our marketing and branding strategies. This position will be based at our Derby-Buckner branch.

**We are seeking motivated, organized, and proven self-starters with:**

- Excellent written, verbal, and interpersonal communication skills.
- Strong attention to detail and the ability to effectively manage multiple priorities.
- Capacity to create written and graphic content that inspires and leads to results.
- Adaptability and willingness to work cooperatively with others to fulfill customer, product, and branch marketing needs.
- Bachelor’s Degree or relevant experience in Marketing, Advertising, Communications, or related field.
- 3-5 years prior marketing experience, preferably at an agency or a financial institution.
- Proficiency in Microsoft suite of products, social media, and graphic design platforms, including Canva.

**Responsibilities include, but are not limited to:**

- Collaborate with the CSMO to set strategic marketing direction and initiatives in support of the Bank’s overall objectives and branding strategy.
- Oversee implementation and integration of the branding strategy throughout the Bank and communities served, ensuring marketing strategies are consistent with the CBK brand and strategy, including coordination with Compliance Officer to ensure compliance with regulatory guidelines.
- Create and maintain innovative, interesting, and timely content, creative copywriting, and graphic design that aligns with the Bank’s growth goals and communicates the Bank’s vision, ensuring digital platforms are optimized for maximum efficiency and impact.
- Collaborate with the CSMO on the selection, purchasing, and inventory control of promotional items for use bank-wide. Ensure that marketing communications, promotional campaigns, grassroots efforts, online events, and social media are supported with promotional items designed to engage our target audience and bring focus to our products and services.
- Oversee the production, outsourcing, approval, and dissemination of all marketing pieces including advertising copy, promotional items, external mailings, press releases, social media content, and public relations communications.

- Respond to and support employee, customer, and public requests for marketing opportunities, including the curation and maintenance of presentation materials and customer lists for targeted use.
- Monitor and report informational and budgetary tracking including market penetration, target demographics, and internal activities as they relate to marketing and promotional items.
- Lead and/or support special projects including Bank openings, Bank promotions, and new product research, development, and introductions of new products.
- Represent the Bank with business, trade associations, within the community and customers; promotes the Bank's image in a courteous and professional manner.
- Participate in the Bank's strategic growth plan through recommending and referring services/products.

To learn more and to begin the conversation, please apply at [www.citizensbankofkansas.com/careers/](http://www.citizensbankofkansas.com/careers/). We also encourage you to visit [www.citizensbankofkansas.com](http://www.citizensbankofkansas.com) for additional information about our organization and team.

Citizens Bank of Kansas is an equal opportunity employer.