

Chief Marketing Officer



Position: Chief Marketing Officer (CMO)
Department: Marketing
Location: Wichita, KS
Reports to: CEO

Summary:

The Chief Marketing Officer (CMO) at Equity Bank will be responsible for developing and executing the bank's overall marketing strategy to enhance brand awareness, attract new customers, and drive business growth. The CMO will lead a dynamic marketing team, overseeing all marketing activities, including digital marketing, brand management, customer acquisition, product marketing, and public relations. The CMO will ensure all marketing initiatives align with the bank's strategic objectives.

Key Responsibilities:

1. **Strategic Planning:**
 - Develop and execute the bank's overall marketing strategy to achieve business objectives.
 - Identify target markets, customer segments, and new market opportunities.
 - Create and manage the marketing budget, ensuring optimal allocation of resources.
2. **Brand Management:**
 - Oversee brand positioning, ensuring consistency across all channels.
 - Develop and implement brand campaigns that enhance brand awareness and customer loyalty.
 - Monitor and analyze brand perception and make necessary adjustments to maintain a strong brand image.
3. **Digital Marketing:**
 - Lead digital marketing initiatives, including social media, email campaigns, and content marketing.
 - Utilize data analytics to track the performance of digital campaigns and optimize strategies for maximum ROI.
 - Manage the bank's website and online presence, ensuring it is customer-friendly and aligns with marketing goals.
4. **Product Marketing:**
 - Work closely with product development areas to create marketing strategies for new and existing financial products.
 - Develop product positioning, messaging, and go-to-market plans.
 - Conduct market research to understand customer needs and competitive landscape.
5. **Customer Acquisition & Retention:**
 - Develop strategies to attract new customers and retain existing ones.
 - Implement customer engagement programs that increase customer satisfaction and loyalty.
 - Analyze customer data to identify trends and insights that drive marketing decisions.
 - Work Closely with lines of business to integrate marketing with our sales teams.
 - Develop and lead customer satisfaction/net promoter feedback initiatives.
6. **Public Relations & Communications:**
 - Manage the bank's public relations activities, including media relations, press releases, and crisis communication.

Chief Marketing Officer

- Develop internal and external communication strategies to support the bank's objectives.
- Represent the bank at industry events, conferences, and community engagements.
- 7. Team Leadership:**
 - Lead and mentor the marketing team, providing guidance and support to achieve departmental goals.
 - Foster a collaborative and innovative work environment that encourages creativity and professional growth.
 - Set performance metrics for the marketing team and regularly review progress.
- 8. Event Management:**
 - Plan and execute the bank's annual all-employee meeting, working closely with internal stakeholders to ensure the event is well coordinated and effectively communicates the bank's vision and goals to all staff and motivates employees.

Qualifications:

- Bachelor's degree in Marketing, Business Administration, or a related field (MBA preferred).
- 10+ years of experience in marketing, with at least 5 years in a leadership role, preferably within the financial services industry.
- Strong understanding of digital marketing, brand management, and customer segmentation.
- Proven track record of developing and executing successful marketing strategies.
- Excellent leadership, communication, and interpersonal skills.
- Ability to analyze complex data and make strategic decisions.

The above statements are intended to generally describe the nature and level of work to be performed by most people assigned to this job. It is not intended as an exhaustive list of all responsibilities, duties, and requirements.

Physical Requirements

This position requires standing, walking, bending, and squatting on a regular basis. May require the ability to stoop, kneel, crouch or reach with hands and arms. Requires the ability to carry, lift, move or push up to 25 pounds on an occasional basis. Must be able to talk and listen to others.

Work Environment

This position regularly works in an office setting. Most of the job duties require the employee to be working with computers and electronic media on a regular basis.

Equity Bank is an equal opportunity employer and will not make employment decisions based on an applicant's race or skin color, national origin or ethnicity, religious beliefs, age, sex, physical or mental ability.