



*Our people make the difference,  
and we put relationships first.*

**Job Title: Business Development and Marketing Specialist**

**Location: Manhattan, KS**

**Position Overview:**

Community First National Bank is seeking a dynamic and motivated Business Development and Marketing Specialist to join our team. This role is vital in fostering relationships within our community and driving growth for the bank. The ideal candidate will have a passion for community engagement, a knack for building relationships, and a solid background in business development and marketing strategies.

**Key Responsibilities:**

- **Relationship Building:** Cultivate and maintain strong relationships with local businesses, organizations, and community leaders to promote the bank's services and community involvement.
- **Business Development:** Identify and pursue new business opportunities through networking, outreach, and collaboration with local stakeholders to expand the bank's customer base.
- **Marketing Strategy:** Develop and implement innovative marketing strategies that resonate with the community and align with the bank's goals, including digital marketing, events, and promotional campaigns.
- **Community Engagement:** Represent the bank at local events, workshops, and networking functions to enhance visibility and strengthen community ties.
- **Market Research:** Analyze market trends and customer needs to inform product development and marketing strategies.
- **Content Creation:** Collaborate with the marketing team to create engaging content for various platforms, including social media, newsletters, and promotional materials.
- **Performance Metrics:** Monitor and report on the effectiveness of business development and marketing initiatives, making recommendations for improvement.

**Skills and Qualifications:**

- **Sales Acumen:** Proven ability to identify customer needs and provide tailored financial solutions, with a track record of meeting or exceeding sales targets.
- **Interpersonal Skills:** Excellent communication and relationship-building abilities, fostering trust and rapport with clients and colleagues.
- **Customer Focus:** Strong commitment to delivering exceptional customer service, ensuring a positive experience for all clients.
- **Problem-Solving:** Ability to analyze client situations and offer innovative solutions to meet their financial goals, problem-solver who thrives when presented with a challenge, and the ability to work with minimal guidance.
- **Team Collaboration:** Experience working collaboratively with team members to achieve collective sales objectives and promote a supportive community-focused environment.
- **Knowledge of Banking Products:** Familiarity with a wide range of financial products and services, enabling informed discussions with clients.
- **Adaptability:** Flexible and quick to adjust strategies based on customer feedback and changing market conditions.
- **Community Involvement:** Active involvement in community initiatives, demonstrating a commitment to the bank's values and local relationships.
- **Technical skills:** Proficiency in digital marketing tools and social media platforms, up to date on the latest trends and software to enhance the sales process.

**What We Offer:**

- A supportive and collaborative work environment that values community relationships.
- Opportunities for professional development and growth within the bank.
- Competitive salary and benefits package.
- Opportunity for employee stock ownership.

**How to Apply:**

If you are excited about making a difference in our community and have a passion for building relationships, we want to hear from you! Please submit your resume and a cover letter detailing your relevant experience to [hr@cfnb.bank](mailto:hr@cfnb.bank). You may also apply on our website at <https://www.cfnb.bank/current-job-opportunities.cfm>.

***Apply online at [www.cfnb.bank](http://www.cfnb.bank)***