



Title: Marketing Coordinator
Supervises: Part-time remote Marketing Assistant
Hours: Hours are generally 8:00 – 5:00, M-F, flexibility is required for special event attendance.

JOB SUMMARY

This position is responsible for the development, management and execution of marketing plans and events that support the bank's strategic goals. As Marketing Coordinator, you will be responsible for all aspects of First Bank Kansas' brand management within all our communities consisting of, but not limited to, the following:

- Assist in development of marketing budget to reach the Bank's marketing goals and objectives. Track & communicate throughout the year as necessary.
- Communication with all bank employees about marketing campaigns, events, etc.
- Direct and oversee work performed by the Marketing Assistant.
- Direct and oversee work performed by marketing consultants.
- Ensure marketing plans and materials conform to all banking regulations.
- Facilitate an annual Marketing Retreat to generate ideas and feedback regarding overall strategy and forward thinking.
- In the Salina market, work with branch managers to determine participation in community events and sign-up coordinators and/or volunteers, as needed.
- Maintain inventory, order & distribute bank promotional material to branches for use at events and special promotions.
- Maintain records for regulatory and audit review.
- Maintain relationship with marketing related vendors for placement and execution of advertisements, radio content and event planning.
- Maintain a consistent and positive image for the bank in all promotions and media.
- Stay abreast of issues, trends and developments in the banking industry.
- Track all promotions and events for distribution, cost and promotional success to determine ROI.
- Understand bank marketing compliance as well as general marketing laws related to media and methods used by FBK.
- Work closely with consultants, vendors, branch managers and senior leadership to ensure expected outcomes are being reached.
- Work directly with branch representatives to meet local marketing needs.
- Work with department managers to ensure literature, brochures and other standard marketing materials are regularly updated and always available.

REQUIREMENTS

- Minimum three (3) years relevant marketing experience required.
- Marketing degree or equivalent education preferred.
- Working knowledge of the following required:
 - Wordpress

- Adobe Creative Cloud Suite
- Google business management (analytics, reviews, etc)
- Website and App management
- Social Media Platform management
 - Facebook
 - Instagram
 - Twitter

To apply, email your resume and cover letter to mdavidson@myfbk.com.

www.firstbankkansas.com

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