



The following position is now available at Peoples Bank and Trust in McPherson. Please follow the instructions at the end of this notice to apply.

POSITION TITLE

Marketing Specialist (Full Time – Non-Exempt)

ROLE

The Marketing Specialist is primarily responsible for assisting the bank's marketing team with a variety of tasks and projects related to public relations and business development, while maintaining brand integrity through consistent use of brand identity, key messaging, and other brand standards. This position will also be involved in market research projects, organizing and implementing events, vendor management and payment, and marketing budget development and execution.

ESSENTIAL FUNCTIONS

This position is responsible for the following functions:

Marketing

- Assist with marketing projects to create awareness of bank products, services, and features
- Work within marketing brand guidelines to maximize website marketing strategies and track results to ensure their effectiveness
- Drive content to maximize positive community exposure and engagement for bank's social media channels
- Work with all media vendors necessary to coordinate and execute bank marketing strategies

Relationship Management

- Initiate and maintain vendor relationships through a variety of methods, including but not limited to site visits, phone calls, and in-person meetings
- Work to build and maintain professional working relationships with other internal bank departments and branches

Administration

- Ensure proper and timely payment of vendor bills related to marketing projects
- Verify ongoing marketing projects will not exceed budgetary restrictions
- Assist with development and execution of bank's marketing budget

Various other duties as assigned

QUALIFICATIONS

EDUCATION/CERTIFICATION:	Bachelor's degree in communications, marketing, journalism, public relations, or related field
REQUIRED KNOWLEDGE:	Knowledge of best marketing practices related to social media platforms (ie, X, Instagram, and Facebook), Google Ads and YouTube Ads, full understanding of bank product offerings, and current marketing strategies and trends
EXPERIENCE REQUIRED:	2+ years marketing experience preferred
SKILLS/ABILITIES:	Attention to detail, ability to execute assigned marketing plans independently, strong written and verbal communication skills, self-motivation, self-management, ability to consistently follow through on tasks, problem-solving, organized, analytical, interpersonal, time management, computer literacy, and strong ability to multi-task

How to Apply:

All interested individuals are welcome to apply for this job opportunity. To apply, you may submit your application using the following link:

<https://peoplesbank.bamboohr.com/careers/287>