



TITLE: AVP, Marketing Officer

In 1891, Pentucket Bank received its mutual charter and was open for business just one day a week in downtown Haverhill. Since our founding, we have been intentional about putting our mission to work. We build partnerships while we serve and lead within local businesses, organizations, and causes. It's how we help grow cities and towns into more vibrant and thriving places to live and work. As a community bank that exists to serve you, we see the possibility and potential all around us—and we are committed to strengthening community and helping you achieve whatever your heart is set on.

SUMMARY:

Under the direction of the Vice President of Marketing & Community Relations, this role manages the Bank's various traditional marketing activities. Responsible for coordinating the planning, development, and implementation of the Bank's marketing strategies and campaigns, and marketing communications to both external and internal stakeholders. Develops short-term and long-term marketing and sales strategies that will favorably promote all products and services for the Bank to increase market share and overall profitability. Strategically focuses on enhancing the customer experience, in collaboration with other department leaders.

The Marketing Department works as a team and each team member is expected to have an “all hands on deck” approach to ensure each team member’s success, Department success, and the overall success of the Bank.

Duties and Responsibilities:

- Work with VP/Marketing & Community Relations on marketing campaign recommendations to Senior Leadership (SLT) in support of the overall goals of the Bank
- Execute on all components of approved campaigns including data gathering, creative direction, messaging, compliance, tracking, measurement, and final reporting including ROI
 - Coordinate various campaign components with third-party partners
 - Manage campaign analysis and reporting using Fusion Analytics and other tools as needed.
- Champion the Bank’s new brand standards both internally and externally to ensure success.
- Compile and organize reporting on Marketing Metrics for Senior Leadership, in collaboration with the Digital Marketing Specialist
- Monitor the market for competitor movement such as: marketing campaigns, acquisitions, new locations, core conversions, and rate changes
- Monitor the weekly rate reports from Curinos; share info with the rate pricing committee, manage rate meetings, take minutes, and manage the weekly rate change process

- Manage the Bank’s customer survey vendor and monitor survey content for customer experience successes and areas for improvement
- Work with the Bank’s Marketing Agency of Record (FMS) and internal Marketing team members to create draft advertisements and marketing collateral to support campaigns and initiatives and other department needs
- Coordinate marketing collateral for other departments in the Bank
- Offer support and backup to the following roles of the departments:
 - Social media back-up; offering input into relevant social media content
 - Support the Bank’s community volunteerism goal by committing to personal volunteer activities within the Bank’s service area
 - Bank event support & back-up (i.e. Semi-Annual Employee meetings, Corporators Dinner; Business After Hours; Shred Days & Cyber Security events)
 - Community event coordination (festival booth set up, etc.)
 - Back up for community involvement reporting; & CRA reporting for quarterly presentations to management and for Executive and Board of Directors meetings
 - General marketing support tasks & other duties as assigned

SUPERVISORY RESPONSIBILITIES: Potential to manage team members in the future

EDUCATION and/or EXPERIENCE:

The ideal candidate will have a Bachelor’s Degree; five years of related experience and/or training; or an equivalent combination of education and experience. Previous experience in a Bank Marketing role is strongly preferred; involvement and experience with organizations such as ABA, Financial Brand, NEFMA, MA Bankers, NH Bankers is also preferred but not required.

TECHNICAL SKILLS, TRAINING OR CERTIFICATIONS:

Advanced computer skills using Microsoft Word, Excel, PowerPoint, Adobe Creative Suite (InDesign, Photoshop) or other creative design programs are preferred. Experience with MCIF databases and CRM is preferred. Person must be comfortable using social media sites such as Facebook, Instagram, LinkedIn, and YouTube. Experience with website design/updates, and other web-based sites such as Constant Contact, is a bonus. Online research skills are important.

OTHER SKILLS or ABILITIES:

Positive attitude, strong interpersonal skills, and the desire to work closely in a team setting are critical. Problem-solving and analytical skills are also important. Strong writing/grammatical skills and the ability to effectively communicate, both written and verbally, is also critical. Writing and previous creative design samples may be requested. Must be able to efficiently manage time, prioritize and respond to all requests and matters in a timely manner. Person must be able to multitask and meet deadlines. The flexibility to occasionally work on evenings and weekends will be considered. This position requires a high degree of discretion and confidentiality at all times.

PHYSICAL DEMANDS:

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. While performing the duties of this job, the employee is regularly required to stand; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms;

and talk or hear. The employee frequently is required to walk and stand. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT:

This position may be eligible for a hybrid in-office/work-from-home schedule which will be determined at the time of hire. Regardless of location, professional demeanor & dress are required at all times. The noise level in the work environment is usually moderate.

PENTUCKET BANK’S JOB DESCRIPTION ACKNOWLEDGEMENT FORM

I acknowledge that I have received a written copy of the job description for AVP, Marketing Officer, as set forth by Pentucket Bank. I understand the essential duties, responsibilities and standards that are required of me in this position.

Print Name: _____

Signature: _____

Date: _____