



Marketing Assistant

DEPT./LOCATION:

REPORTS TO:

CLASSIFICATION: Non-Exempt/Part-Time

Position Summary:

The Marketing Assistant assists the Marketing Committee with the creation, implementation, communication, execution and tracking of marketing initiatives throughout the organization.

Duties and Responsibilities:

1. Responsible for the intake of marketing proposals and obtaining approval from appropriate personnel.
2. Works with Compliance to ensure all applicable logos and disclosures are incorporated into marketing materials.
3. Assist with coordinating personnel and promotional items for community events.
4. Generate and seek out content for the bank's social media platforms.
5. Create content for internal and external advertisements as needed.
6. Seek out marketing and sponsorship opportunities in the communities River Bank serves.
7. Represent the bank professionally in all communications and events.
8. Responsible for tracking data and reporting to the Marketing Committee on the effectiveness of different avenues used.
9. Retains applicable records for internal audits and future reference.
10. Other duties as assigned.

Desired Knowledge, Skills and Abilities:

1. A degree, or in pursuit of a degree, in Marketing, Communications, Digital Media or Graphic Design, or an equivalent combination of experience.
2. Experience with Adobe Creative Suite.
3. Experience in a similar position or banking environment.
4. Ability to adapt to different work locations and sites.

Position Requirements:

1. High School Diploma or GED.
2. Ability to think creatively and strategically.
3. Ability to plan and prioritize workload.



4. Strong creative and proof-reading skills.
5. Excellent communication and organizational skills.
6. Ability to work as part of a team.
7. Demonstrates initiative in assigned projects.

Work Environment/Physical Demands:

Work is performed largely in an office environment, during normal business hours. Deadline pressure is an integral part of the job. Regular mental and visual concentration for computer usage and reading complex and technical compliance information is required. Position will alternate between walking, sitting, standing, stooping, bending, and occasional lifting up to 50 pounds of office supplies and/or documents throughout work shift.

Acknowledgement:

I understand that this job description describes the general nature and level of work performed by associates assigned to this position. It does not state or imply that these are the only duties and responsibilities assigned to the job, and does not create an employment contract. I also understand that I may be required to perform other job-related duties as requested by Management. All requirements are subject to change over time, within Management's sole discretion, and to possible modification to reasonably accommodate individuals with a disability.

Print Name

Signature

Date