



Title: Marketing Manager

Reports To: Chief Executive Officer

Colorado Springs Branch President

Position Summary: Under limited supervision and using independent judgment, manage the marketing activities of the bank. Provide marketing support to internal staff within a group or one-on-one. Position the bank in the marketplace by delivering a consistent message to customers via a variety of mediums. Receive considerable project direction from senior management and spend substantial time working on various projects.

Duties & Tasks

- Assist in developing the new Marketing position, defining job duties/description.
- Develop the Organizational Marketing Plan
- Develop a brand strategy and manage the bank's perception in the marketplace including the development, implementation, and enhancement of the bank's brand. Implement the bank's marketing strategies by leveraging resources which delivers the bank's values, mission and goals.
- Serve as the Chairperson of the bank's Marketing Committee.
- Work with Branch Management to coordinate marketing efforts, develop budgets and marketing strategies within branch communities.
- Lead the development, communication and assessment of tactical marketing strategies (advertising, promotions, incentives, events, etc.) that reach targeted prospects.
- Work with management team to provide marketing input for all aspects of business that touch the customer.
- Monitor market trends and customer experience processes.
- Develop, supervise and administer marketing research in accordance with the bank's marketing plan.
- Define and manage advertising budget; develop monthly, quarterly and annual advertising activities (TV, radio, newspaper, internet, email newsletters, manufacturer-sponsored magazines, internal promotion avenues, etc.) and publish a yearly marketing calendar.
- Responsible for product development and enhancement, which may include product analysis, competitive analysis and product training.
- Remain constantly aware of the bank's sales culture; actively make sales referrals and encourage all segments of the market to use the Waypoint Bank family of financial services.
- Work with marketing and advertising vendors to develop contracts to optimize the bank's marketing in a cost-effective manner.
- Ensure appropriate marketing and public relations communications for Colorado and Nebraska markets.
- Coordinate the bank's publicity program. Develop press releases.
- Manage the bank's corporate contributions activity and community relations efforts.
- Design and/or manage advertising pieces.
- Manage promotional items for all Colorado and Nebraska locations (calendars, planners, etc.)
- Maintain the bank's brand identity, including: stationary, branch merchandising, signage program, and all other visual elements.
- Actively participates in community and civic organizations, as appropriate, to positively reflect the bank and the community.
- Develop, maintain and increase online presence for all avenues of business (website content, SEO, Social Media, additional websites, etc.)
- Coordinate with the bank's digital marketing provider
- Write digital content

- Update and enhance website using content management software
- Ensure compliance with advertising rules and regulations
- Complete other duties as may be assigned.

Competencies:

Change Management:

- Must embrace change and see it as an opportunity. Must be willing to express and support management's ideas to affected staff.

Managing Work:

- The capacity to outline overall project plans, determine the necessary steps for completion, and delegation of tasks to the appropriate staff to assure the project is finished accurately, on time and within budget.

Marketing and Advertising:

- Must understand marketing and advertising for a community bank in multiple geographic locations. This includes developing budgets, understanding the optimal media and market research, compliance with bank marketing regulations, completing competitive analysis and the like.

Oral/Written Communication Skills:

- Must be able to communicate thoughts clearly, both orally and written. Must be able to communicate throughout the organization and to all levels of staff.
- Proofing skills

Product:

- Must understand concepts of banking products. The incumbent will help set product pricing and make recommendations for feature/function changes to help the bank remain competitive and profitable.

Computer Skills:

- Must understand basic principles of graphic design, desktop publishing and personal computing expertise.
- Must be able to maintain an online presence for Waypoint Bank.

Organizational Skills:

- Must possess excellent organizational skills. Must be able to function well in a multiple project, deadline-oriented environment.

Qualifications:

- 3-5 years of experience
- Bachelor's degree in Marketing or a related field
- Excellent verbal and written communication skills
- Excellent teambuilding skills
- Proficiency with MS Office products, including Word, Excel and PowerPoint
- Strong planning and organizational skills
- Ability to learn quickly and apply new concepts to emergent marketing trends in a timely fashion
- Graphic Design, Photography & Video Editing skills preferred
- Social Media experience
- Valid driver's license and insurable driving record
- Business casual dress in office, dress appropriately when out of office

Salary is dependent on education and experience.