

Wauchula State Bank Job Description

Job Title:	Marketing Assistant
Department/Division:	Marketing
Status:	Non-Exempt / Full-Time
Reports To:	Marketing Director

Overview:

The Marketing Assistant assists with marketing activities including research, development and execution of communications, marketing, advertising, promotions, campaigns and community involvement and performs administrative functions to support marketing activities for all CBC banks.

Complies with all federal and state laws and regulations as well as internal policies and procedures of Wauchula State Bank including Wauchula State Bank's Program for Community Reinvestment (CRA), and the Wauchula State Bank's Code of Conduct. All employees are expected to comply with these responsibilities as they relate specifically to their jobs. Their performance will be evaluated on the attainment of objectives set for compliance responsibilities.

Job Responsibilities:

The duties listed below are intended to describe the general nature and level of work performed by employees in this position. They are not to be construed as an exclusive list of all job duties performed in this position.

- Assists with direct mail and email campaigns, which may include researching and procuring data, processing mail merge and mailing pieces, preparing emails utilizing direct email partner with follow-up for unsubscribes
- Assists in maintaining budgets, schedules and tracking for campaigns and promotional materials
- Performs compliance checks on all marketing pieces prior to publication and retain appropriate documentation
- Assists with audit and examination preparation related to all marketing efforts
- Assists with writing and posting of messages on electronic and manual reader boards
- Researches bank relationships associated with community support requests and prepares requests for review.
- Processes invoices for approval and payment.
- Prepares marketing reports.
- Orders, inventories, and reviews requests for collateral and promotional materials.

Background Skills and Requirements:

- Excellent verbal and written communication skills, including the ability to communicate effectively with a diverse range of individuals and groups to explain technical concepts in easy to understand terms. Must be able to speak in, and understand marketing and technological terms.
- Strong project management, time management, planning and prioritization skills.
- Strong analytical problem-solving and decision-making skills.
- Ability to work independently and as part of a cross-functional team.
- Proficient with Microsoft Office suite, including Word, Excel and Outlook
- Experience in Adobe Creative Suite preferred but not required
- Ethical, with a commitment to company values.

EOE / Vet / Disability

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- Good understanding of financial institution products and services

Education and Experience:

- Bachelor's degree in marketing, communications, public relations, journalism or business related field. Relevant experience may be substituted for the educational component.
- Preferred: Two years' experience in marketing, advertising, communications or public relations

Note the Following:

- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.
- Individuals who cannot perform some of the requirements because they pose health or safety risks to themselves or other employees might be excluded from this position.
- This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to perform other reasonably related duties as assigned.
- Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent is to possess the abilities or aptitudes to perform each duty proficiently.
- This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.
- This position requires you to work at a computer and/or data entry work station.
- Must be able to lift 25 pounds.
- Are you able to perform these job duties as outlined? Yes ___ No ___
- If not, are there accommodations the Bank can make so that you can perform the duties of this job? Yes ___ No ___

Please describe below:

Employee Signature

Date

Supervisor Signature

Date