

# We're HIRING

# PCB

Pendleton Community Bank

*Your bank  
for generations...*

We're looking for high energy,  
self-motivated individuals  
to fill this position in our company:

## MARKETING DIRECTOR

### Primary RESPONSIBILITIES

The Marketing Director reports to the Chief Banking Officer of the bank. This position's primary role is to improve bank performance through managing the marketing, advertising and public relations efforts of the bank.

### Minimum REQUIREMENTS

- Require a four-year degree in business, marketing, advertising, journalism or related field.
- Prefer a minimum of three years direct experience in developing and executing advertising and marketing programs.
- Previous supervisory experience preferred.
- Proficiency with MS Office products, including Word, Excel and PowerPoint.
- Excellent oral and written communication skills.
- Strong planning and organizational skills.
- Ability to handle multiple projects simultaneously, work independently and under minimum supervision.
- Maintain working knowledge of bank policies and procedures, as well as bank marketing regulations.

### Core 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 in a community bank. 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 in writing. Must be able to communicate throughout the organization and to all levels of staff.

#### *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, and basic bookkeeping.

#### *Organizational Skills:*

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

### Main ACCOUNTABILITIES

- Develop, implement and manage effective marketing strategies, programs and promotions that build market share and increase customer retention along market segments.
- Responsible for developing annual marketing plan and budget to support marketing strategies and ensures adherence to approved budget.
- Responsible to work with marketing and advertising vendors to develop contracts to optimize the bank's marketing in a cost-effective manner.
- Position, develop and manage the bank's website to ensure continued development as an interactive delivery system.
- Creation of interesting content and visually compelling designs for the website and advertisements (electronic and paper) to highlight the products and services offered.
- Contribute to the design, content, and growth strategies for social media.
- Coordinates the bank's publicity program. Develops press releases.
- Develop, produce, and distribute external and internal marketing communications.
- Manages the bank's corporate contributions activity and community relations efforts.
- Develops, supervises and administers marketing research in accordance with the bank's marketing plan including analysis and research of return on investment for campaigns, website usage, etc.
- Responsible for product development and enhancement, which may include product analysis, competitive analysis and product training.
- Maintains the bank's brand identity, including: stationary, branch merchandising, signage program, and all other visual elements.
- Responsible for the recruitment, training and evaluation of staff within the Marketing Department.
- Remains constantly aware of the bank's sales culture; actively makes sales referrals and encourages all segments of the market to use the PCB family of financial services.
- Actively participates in community and civic organizations, as appropriate, to positively reflect the bank and the community.
- Serves as Chairperson of the bank's Marketing Committee.
- As part of the overall team of bank employees, this position may be requested to assist in the support of other bank activities.

**APPLICANTS PLEASE EMAIL** cover letter and resume by  
Feb. 12, 2021 to Monika Eckard (meckard@yourbank.com)

Member FDIC  
Equal Housing Lender  
Equal Opportunity/Affirmative  
Action Employer