



<b>Job Title:</b>	Marketing Assistant	<b>Reports to:</b>	Human Resources and Public Relations Director
<b>Department:</b>	Marketing	<b>Location:</b>	Wardsville
<b>Status:</b>	Salary	<b>FLSA:</b>	Exempt
<b>Schedule:</b>	Monday through Friday Occasional evening or weekend events	<b>Hours:</b>	Works a minimum of 40 hours/week; hours may be irregular
<b>Travel Required:</b>	Occasional		

**Job Summary:**

The marketing assistant will contribute to the planning and delivery of marketing activities across a broad range of medium and formats. The marketing assistant is expected to be enthusiastic, have a good understanding of social and digital media, develop ads and graphics for various uses and be able to quickly apply learning to new tasks and situations. Requires great attention to detail, accuracy, creativity, and the ability to work strict deadlines, even when under pressure.

**Essential Functions**

- Use digital illustration and photo editing software to create ads, graphics, etc.
- Create and manage the Bank’s digital marketing program
- Ensure all advertisements and marketing materials are accurate and comply with laws, regulations, and guidelines
- Assist in planning, developing, and implementing the Bank’s marketing and social media campaigns using a variety of advertising media
- Maintain marketing records of all advertising and promotional events
- Assist in planning, coordinating, and communicating the Bank’s events
- Maintain marketing vendor relationships
- Other duties as assigned by supervisor

**STATEMENT OF EXPECTATIONS**

Mid America Bank expects all employees to comply with the responsibilities of their assigned position to the highest degree of performance by:

- Adhering to the bank’s policies and supporting management decisions and goals in a positive, professional manner
- Representing the bank with a high level of integrity and professionalism
- Maintaining knowledge and understanding of banking rules, regulations, laws and all policies and procedures
- Demonstrating a willingness to adapt to changing business needs and deadlines
- Possessing a work ethic that includes neatness and punctuality
- Exhibiting a professional, business-like appearance and demeanor

**MATERIAL AND EQUIPMENT USED**

Computer	Fax Machine	Copier	Voicemail
Typewriter	Automobile	Printer	Telephone
Email	General Office Supplies		

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Interacting with Computers – Using computers to program, set up functions, enter data, or process information
- Decision Making and Solving Problems – Analyzing information to choose the best solution and solve problems.
- Communicating, Speaking and Active Listening with Supervisors, Peers, and Subordinates – Providing information to supervisors, co-workers, and subordinates by telephone, in written form, email, or in person
- Evaluating Information to Determine Compliance with Standards – Using relevant information and individual judgement to determine whether events or processes comply with laws, regulations, or standards
- Multitasking – Working on many problems and tasks at the same time
- Math Skills – Understanding of math and financial computations
- Creativity – Considering new approaches and developing unique ideas
- Planning and Organizing Tasks and Events – Setting clear objectives, establishing courses of actions, and organizing time to accomplish objectives on or ahead of schedule
- Adaptability – Interpreting, learning, and responding to instructions and direction related to new situations and procedures
- Confidentiality – Maintaining the privacy of sensitive information

**SUPERVISORY RESPONSIBILITIES:**

This position does not have supervisory responsibilities.

**QUALIFICATIONS AND EDUCATION REQUIREMENTS:**

- High school diploma or GED equivalent required
- Prefer marketing, graphic design and digital advertising experience
- This job requires skills needed in a typical office environment. This includes computer skills, communication skills, as well as utilization of office equipment

**WORKING ENVIRONMENT:**

The majority of the work is performed in a professional office setting with a wide variety of people in differing functions, personalities and abilities.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to sit and talk or listen
- This position requires frequent manual dexterity in combination with eye/hand coordination such as keyboarding, handling of equipment, use of calculator, etc.
- The employee is frequently required to stand, walk, reach, bend, or kneel.
- The employee must occasionally lift and/or move up to 50 pounds
- The noise level in the work environment is usually low to moderate

**ADDITIONAL NOTES:**

This job description is not an employment agreement or contract. Management has the exclusive right to alter the scope of work within the framework of this job description at any time without prior notice.

Revision Date	07/01/2020
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