



Position Marketing Assistant
Department Marketing
Salary Grade 9

Under the supervision and general direction of the Marketing Manager, performs a variety of functions to support the Bank's marketing efforts. Assists with implementing, planning, and coordinating the Marketing activities, help coordinate the Bank's advertising, promotion and public relations functions and marketing activities to increase community awareness, attract new customers and promote the bank's brand. Successfully completes initial and on-going training programs, including on-line courses, to maintain a comprehensive understanding of pertinent topics as the Bank deems necessary from time to time.

Primary Responsibilities

- Undertake daily administrative tasks to ensure the functionality and coordination of the department's activities.
- Provide administrative and project support for a variety of marketing programs.
- Assist with the production and distribution of marketing materials, collateral and promotional items.
- Help organize and coordinate marketing events such as conferences, internal meetings, and trade shows.
- Assists in managing social media accounts including LinkedIn, Facebook, Instagram.
- Produces internal and external communications through newsletters, ads, presentations, and emails.
- Understand company products, services, and brand.
- Performs regular website maintenance to ensure functionality and completes regular audits of the Bank's website.
- Assists with creation of annual projects such as, but not limited to, the annual report brochure and annual meeting presentation.
- Stay current with new social networks and existing network enhancements and advise on the appropriateness for The Milford Bank.
- Prepares and presents monthly marketing reports.
- Maintains inventory of the Bank's promotional orders and fills order requests on a regular basis.
- Serves on Bank committees or subcommittees as required.

Other Responsibilities Include:

1. Provides back-up assistance in the absence of other staff to ensure timely completion of department work and special projects.

The above is a description of the ordinary duties of the position. It should be expected that, from time to time, other duties both related and unrelated to the above may be assigned and, therefore, required.

Position Requirements:

- High school diploma or equivalent.
- Effective verbal and listening skills required to consistently provide courteous and professional customer service.
- Organizational skills required to perform multiple tasks in a fast-paced environment and ability to prioritize effectively to meet deadlines.
- Must be able to utilize various types of office equipment, including a computer terminal, telephone and fax. Effective MAC and PC skills are required as are knowledge of social medial networks and various graphic design software products including but not limited to: Adobe InDesign, Illustrator, Photoshop, Acrobat and MS Office.
- Creative writing skills and proficient use of grammar is essential.
- Must possess a valid Connecticut Driver's License and have own transportation to/from community-related functions.

Supervisory Scope:

None.

