



POSITION DESCRIPTION

Position Title:	Marketing Coordinator	Hours:	40 Hours (Mon-Fri) 8 AM – 5 PM Potential for Overtime
Reports To:	Human Resources Manager / Senior Marketing Officer	FLSA Status:	Non-Exempt
Department:	Marketing – Tacoma		

POSITION SUMMARY:

Assists in developing and implementing marketing and advertising campaigns, tracking and researching data, maintaining promotional materials inventory, planning meetings and events, and tracking and reporting marketing efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assure compliance with all Bank policies and procedures as well as state and federal banking regulations, as applicable.
- Follow all BSA/AML/OFAC guidelines and complete annual training as assigned.
- Assist with creating, monitoring, scheduling, and implementing print advertising, digital advertising, and social media campaigns for all Bank platforms. Report social media activity and community interaction to management. Follow all Bank social media policy guidelines.
- Edit and review all Bank communication including website content, news stories, press releases etc.
- Monitor, schedule, track and report all Bank charitable giving and sponsorships. Update management on budget and new opportunities.
- Monitor and track advertising schedules – print, digital, branches, etc.
- Set up, communicate and implement Bank events at multiple locations.
- Assist with branch customer communication including digital displays, sales sheets, promotions, etc.
- Assist in developing, scheduling and ordering all Bank identity materials including business cards, letterhead, envelopes etc. Occasionally pick-up orders from vendors and/or deliver materials to other Bank locations.
- Research and order Bank promotional items. Track and manage inventory.
- Interact with Bank vendors as needed.
- Work closely with compliance to ensure all communication and advertising are within bank regulations.
- Coordinate and implement digital messages, inserts and external communication to ensure a consistent message.
- Assist in developing, tracking and reporting annual marketing budget.
- Schedule and oversee Bank photography for ads and personnel.
- Clerical duties such as greeting visitors, answering phones, providing appropriate information to

customer inquiries, sorting mail, making copies, faxes, scanning, and/or filing

- Perform other duties as assigned.

REQUIRED SKILLS

- Ability to handle multiple tasks in a high-volume environment while consistently meeting deadlines.
- Strong copywriting and editing skills.
- Must be advanced in personal computers including word processing and spreadsheet programs (i.e., Word, Excel, and Power Point).
- Experience with website content management systems and the Adobe Suite (Photoshop and InDesign).
- Effective time management and flexibility.
- A self-starter with initiative and desire to learn.
- Detail-oriented with high organizational skills.
- Works under limited supervision and exercises good judgement within guidelines.
- Ability to work collaboratively to reach mutual goals or independently.
- Ability to communicate clearly, effectively, and professionally, both verbally and in writing.
- Ability to read and follow written procedures.
- Ability to work unrelated processes simultaneously.
- Treats people with respect; works ethically and with integrity; accepts responsibility for own actions. Positive attitude and excellent interpersonal skills.

WORK ENVIRONMENT

- Must be able to remain in a stationary position for extended periods of time
- Must be able to move items of up to 40 pounds
- Must be able to effectively communicate and exchange accurate information
- Must be able to work in an environment with moderate noise levels and with frequent employee/customer contact and interruptions during the day

QUALIFICATIONS

- Bachelor's degree, preferably in marketing, (B.A.) from four-year college/university and/or training or equivalent combination of education and experience.
- Valid driver's license

TRAVEL

- Occasional, local travel may be required.

This job description is subject to change at any time.