



POSITION DESCRIPTION

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

POSITION SUMMARY:

The Marketing Assistant is responsible for providing support to the marketing team and will also be actively involved with customer service and administrative tasks. The Marketing Assistant works collaboratively with the marketing team (advertising/media, retail marketing, creative, digital, social) and in partnership with various departments of the Bank.

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 scheduling and submitting print advertising, digital advertising, and social media campaigns for all Bank platforms. Track social media activity and report community interaction to management. Follow all Bank social media policy guidelines.
- Upload and/or send out Bank communication including website content, news stories, press releases etc.
- Monitor, schedule, track and report all Bank charitable giving and sponsorships.
- Monitor and track advertising calendar – print, digital, branches, etc.
- Assist with Bank events at multiple locations.
- Assist with implementation of branch customer communication including digital displays, sales sheets, promotions, etc.
- Assist in 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.
- Track and manage distribution of Bank promotional items and inventory.
- Interact with Bank vendors as needed.
- Send finished materials to compliance to ensure all communication and advertising are within bank regulations.
- Assist in 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.
- Editing capability.
- Knowledge of 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, a plus.
- Effective time management and flexibility.
- A self-starter with initiative and desire to learn.
- Detail-oriented with high organizational skills.
- Exercises good judgement within guidelines and practices discretion when necessary.
- 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

- High school diploma or GED equivalent.
- Two years of banking experience or administrative/customer service experience preferred.
- Valid driver's license.

TRAVEL

- Occasional, local travel may be required.

This job description is subject to change at any time.