**POSITION DESCRIPTION**

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| **Position Title:** | Marketing Specialist | **Hours:** | 40 hours |
| **Reports To:** | Marketing Manager | **FLSA Status:** | Non-Exempt |
| **Department:** | Marketing – Downtown Tacoma | | |

**SALARY RANGE**

The hourly range for this role is $22.60 - $34.35, and the pay rate for the successful applicant will be determined based on a variety of non-discriminatory factors which may include, but is not limited to, job-related knowledge, skills, location, and experience. Specific roles may be eligible for performance- based incentive compensation, bonus, and/or equity awards.

**POSITION SUMMARY**

The Marketing Specialist will assist with creating social and digital media content. In addition, the Marketing Specialist will assist the Marketing Department with campaign execution and administrative tasks. This role will be active in the organization, including acting as a liaison between departments and branches and attending events and community networking opportunities. The Marketing Specialist brings a positive outlook and a high-level of excitement about the Bank to all their audiences and is comfortable interacting with and engaging Bank employees, clients, and community partners. Commencement employees embrace and practice the Bank's core values: Dedication, Teamwork, Integrity, and Respect and support an environment of diversity, equality, and inclusion within all aspects of the organization.

**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.
- Follow all compliance processes to ensure Bank communication and advertising are within regulation.
- Capture social media and digital content under the direction of the Marketing Manager. Assist with tracking social media activity and reporting. Follow all Bank social media policy guidelines.
- Assist with creating website and digital content for Bank advertisements, social media, promotions, and community relations events.
- Assist with the development and design of internal/external communication collateral.
- Monitor, track, and report on all digital marketing channels and branch promotions.
- Assist with sponsorship elements such as ticket distributions, tracking, etc.
- Assist with tracking marketing budget items.
- Maintain organization and filing of digital assets, contracts, and campaign folders under the direction of the Marketing Manager.
- Schedule marketing meetings as needed, monitor marketing calendar details, and assist with tracking deadlines.
- Serve as point of contact for all retail branches for events, community support, networking, and marketing campaigns.
- Assist with event planning at bank locations focusing on production and impressions.
- Assist with tracking Bank charitable giving and sponsorships and related promotional opportunities.
- Act in partnership with charitable organizations and sponsorships to promote Bank's community

involvement.

- Order and manage distribution of Bank promotional material, pick up orders from vendors, and deliver material to Bank locations.
- Monitor general bank email box and respond to messages accordingly.
- Perform other duties as assigned.

**REQUIRED SKILLS**

- Experience with social media platforms including YouTube.
- Ability to communicate clearly, effectively, and professionally, both verbally and in writing.
- Strong copywriting, editing, and proofreading skills with ability pay special attention to detail.
- Ability to communicate to a large audience – both digitally and in-person.
- Strong experience and ability to deepen skills with website content management systems, Microsoft 365, Adobe Creative Cloud, and Canva.
- Well organized with the ability to handle multiple tasks in a high-volume environment while consistently meeting deadlines.
- Effective time management and flexibility.
- Exercises good judgement within guidelines and practices discretion when necessary.
- Ability to work independently or collaboratively to reach mutual goals.
- Treats people with respect; works ethically and with integrity; accepts responsibility for own actions. Positive attitude and excellent interpersonal skills.

**WORK ENVIRONMENT**

- Flexibility in working hours, including evenings and weekends.
- 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**

- Bachelors degree in marketing, communications, or graphic design or related field or equivalent working experience
- High school diploma or GED equivalent.
- Valid driver's license.

**TRAVEL**

- Local travel will be required.

**BENEFITS INFORMATION**

Commencement Bank strongly believes in the importance of investing in the health and welfare of its employees and their families. To extend our gratitude for the time and services they provide to our clients and communities, Commencement offers an exciting total rewards package including base salary and a comprehensive package of benefits.

Benefit eligibility begins the first day of the month following the date of hire for employees who are regularly scheduled to work at least 20 hours weekly. Eligible employees will receive benefit options including:

- comprehensive and competitive paid healthcare coverage (medical, dental, and vision) with discounted premiums for dependents
- 401(k)-retirement savings plan with employer match
- employee stock purchase program
- employee assistance program (EAP)
- life insurance
- long-term disability insurance
- flexible spending account
- health savings account
- voluntary benefit options
- tuition reimbursement
- paid parking
- vacation time and a personal float day
- vacation purchase option
- paid time off for illness, volunteerism, and holidays
- logo wear allowance
- employee appreciation activities

**This job description is subject to change at any time.**