



POSITION DESCRIPTION

Position Title: Marketing Brand Ambassador **Hours:** 40 Hours
Reports To: AVP, Senior Marketing Officer **FLSA Status:** Non-Exempt
Department: Marketing – All Locations

POSITION SUMMARY:

The Marketing Brand Ambassador will capture and create all social and digital media content. In addition, the Brand Ambassador will assist the Marketing Department with campaign development and execution. This role will be active in the community and branch network, including acting as a liaison between departments and branches and attending events and community networking opportunities. The Brand Ambassador 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:

- Capture, develop, create, and manage all social media content including Facebook, Instagram, Linked In, YouTube, and any other networks, as needed. Track social media activity and report community interaction to Management. Follow all Bank social media policy guidelines.
- Create website and digital content for Bank advertisements, promotion, and community relations.
- Serve as point of contact for all retail branches for events, community support, networking, and marketing campaigns.
- Organize events at multiple locations focusing on production and impressions.
- Manage, schedule, track, and report all Bank charitable giving and sponsorships.
- Act in partnership with charitable organizations and sponsorships to promote Bank’s community involvement.
- Plan and schedule Bank employee group volunteer activities.
- Regularly visit all Bank branches, and off-site client locations when needed.
- Manage distribution of Bank promotional material, occasionally pick up orders from vendors, and deliver material to Bank locations.
- Follow all compliance processes to ensure Bank communication and advertising are within regulation.
- Assist in tracking and reporting annual marketing budget.
- Monitor, track, and report on all digital marketing channels and branch promotions.
- Implement all branch customer communication including promotions, digital and displays.
- 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.
- Perform other duties as assigned.

REQUIRED SKILLS:

- Extensive 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.
- Ability to communicate to a large audience – both digitally and in-person.
- Experience with website content management systems, Adobe Photoshop, InDesign, and Acrobat.
- 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 collaboratively to reach mutual goals or independently.
- 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, occasional 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:

- High school diploma or GED equivalent.
- Valid driver's license.

TRAVEL:

- Local travel will be required.

This job description is subject to change at any time.