

Job Title: VP, Manager of Marketing

Position Purpose

The primary role of the VP, Manager of Marketing, is to lead marketing initiatives for OneLocal Bank. This includes the creation, implementation and execution of marketing strategies and campaigns that meet business objectives and support the continued growth and visibility of the Bank. The VP, Manager of Marketing, is also responsible for creating and guiding our brand management strategy, ensuring its consistency across all marketing channels to help drive customer and community engagement.

Essential Duties and Responsibilities

The following represents a list of essential duties and responsibilities; other duties may be assigned as required.

- Partner with senior management to create, implement and execute marketing plans and campaigns across digital, print and social media channels that align with the Bank's strategic plan and goals and support the Bank's growth and visibility.
- Create, direct and guide the Bank's branding strategy. Responsible for the overall image portrayed by all content, ensuring strong brand messaging and consistency according to all policies and advertising compliance regulations.
- Develop and manage a detailed marketing budget, tracking marketing effectiveness via metrics and reporting.
- Partner with Retail, Lending, Municipal Banking and other departments to support deposit growth and business development.
- Develop marketing collateral and presentations to support frontline staff and business development efforts. Facilitate internal communications for any marketing-related information throughout the Bank to help promote employee engagement.
- Write and design promotional materials, newsletters and customer communications.
- Oversee management of the Bank's website and social media presence, continuously working with the website hosting vendor on enhancements and improvements to ensure its quality, integrity and compliance. Step in to assist on an as needed basis.
- Manage agency partnerships and relationships with all marketing vendors as needed.
- Supervise and mentor other marketing team members, fostering an atmosphere of collaboration and growth.
- Build the Bank's brand as a trusted financial partner within the community. Coordinate community events and sponsorships to continuously increase our visibility and trust.
- Assist with other duties and projects as requested by the SVP, Mortgage Lending and Servicing and Director of Marketing.

Other Duties

- Performs other job-related duties as assigned. The above is a description of the ordinary duties of the position.
- Attend trainings and seminars as needed to maintain a working knowledge of the positions' requirements.
- Adhere to all Bank policies and procedures as outlined in the Bank's Employee Guidelines.

Managerial Responsibilities

- Maintains competent and professional team members by recruiting, selecting, orienting, and training employees; maintaining a safe, secure, and legal work environment; developing personal growth opportunities.
- Accomplishes results by communicating job expectations; planning, monitoring, and appraising job results; coaching, counseling, and disciplining employees; developing, coordinating, and enforcing systems, policies, procedures, and productivity standards.
- Address disciplinary and/or performance problems according to company policy. Prepare warnings and communicate effectively with employees on warnings and make effective/appropriate decisions relative to corrective action as required and documents with HR.

Minimum Required Technical Skills and Qualifications

- Minimum of 10+ years of relevant marketing experience in a banking or financial services environment.
- Knowledge of banking or financial services regulatory requirements.
- Proficiency with Microsoft Office and graphic design software (Adobe).
- Proven ability to create and manage engaging website and social media content.
- Resourceful, creative and community focused.
- Strong communication and public relations skills.
- Strong leadership and customer service skills.
- Team player who can effectively cross-collaborate across departments.
- Ability to thrive in a small team environment, comfortable being both a manager and a doer.
- Detail-oriented and effective at managing and prioritizing multiple tasks under a tight schedule.
- Maintain confidentiality as assignments involve work of a confidential or complex nature.
- Must have reliable transportation to visit other branches as needed.

Education/Certifications/Licensure

- Bachelor's degree in marketing or related concentration, or equivalent work-related experience.
- Digital media or social media marketing certification preferred.
- Specialized coursework and training or the equivalent in industry-sponsored educational programs or experience.

Language Skills

- Ability to interact with all management and staff.
- Ability to write reports and business correspondence.
- Ability to effectively present information and respond to questions.
- Ability to communicate effectively (both written and verbally) with co-workers, customers and vendors.

Physical Demands

The physical demands and environmental factors described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Requirements:

Perform primarily sedentary work with limited physical exertion and occasional lifting of up to 20 lbs. Must be capable of climbing / descending stairs in an emergency situation. Must be able to operate routine office equipment including telephone, copier, facsimile, and calculator. Must be able to routinely perform work on a computer for an average of 6-8 hours per day, when necessary. Must be able to work extended hours whenever required or requested by management. Must be capable of travel by automobile (as driver and passenger), commercial airlines, rental vehicles and public transportation and be able to lodge in public facilities. Must be capable of regular, reliable and timely attendance.

Working Conditions:

Must be able to routinely perform work indoors in climate-controlled private office with minimal noise.

Mental and/or Emotional Requirements:

Must be able to perform job functions independently and work effectively either on own or as part of a team. Must be able to plan and direct the work activities of self and others. Must be able to read and carry out various written instructions and follow oral instructions. Must be able to speak clearly and deliver information in a logical and understandable sequence. Must be capable of dealing calmly and professionally with numerous different personalities from diverse cultures at various levels within and outside of the organization and demonstrate highest levels of customer service and discretion when dealing with the public. Must be able to perform responsibilities with composure under the stress of deadlines / requirements for extreme accuracy and quality and/or fast pace. Must be able to effectively handle multiple, simultaneous, and changing priorities. Must be capable of exercising highest level of discretion on both internal and external confidential matters.