

**MARKETING DIRECTOR**

**Salary Grade 11**

Since its inception in 1973, the shareholders and management of NBT Financial Bank (NBT) have maintained the same long-term vision for the bank. We are a locally owned, independent, community bank that intends on providing prompt, courteous service to our customers, and looks to establish long-term relationships with those we serve.

NBT is a community bank, which means we believe in serving and supporting the markets where we are located.  NBT strongly encourages all employees to take an active role in the communities they serve.  There will be multiple opportunities throughout the year where NBT will ask for employee volunteers to help at events the bank has sponsored.  These are great opportunities for NBT employees to serve our communities, while also spreading NBT’s brand.  NBT also has a Community Involvement Program, where employees can earn additional PTO by volunteering at qualified events.

**Classification:** Exempt

**Reports to:** SVP/Cashier

**Summary/Objective**

This position is responsible for all activities related to conceptualizing and implementing market strategy and achieving marketing targets. Specific responsibilities include business and market development; market research and planning; strategic direction for promotion and advertising and coordination with bank departments.

**Position Functions/Expectations**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* Develop and maintain an annual marketing budget and calendar for bank.
* Develop marketing plans for the bank’s products/services and customer education.
* Prepare objectives and tasks for each marketing plan and communicate these with team members and key stakeholders.
* Perform market research on bank’s target audiences to determine the best ways to develop customer acquisition strategies for current and new markets.
* Execute various forms of marketing including social media marketing, internet marketing, content marketing, email marketing, paid advertising and print/radio/tv marketing.
* Complete marketing analytics to determine how a marketing campaign is performing.
* Ensure marketing materials are being efficiently distributed to the target audience.
* Create and build awareness of the bank’s brand to boost the success of marketing campaigns and customer acquisition.
* Coordinates advertising schedules and placement, as required for ads and press releases placed in community program books, newsletters, etc.
* Reviews specification sheets, obtains and prepares bids, and acts as liaison with vendors when delivering marketing material and scheduling proofs and meetings.
* Maintains copies of all marketing materials for regulatory retention.
* Plays an active role as the bank’s internal and external event planner and manager.
* Attends and helps prepare for involvement in community and bank sponsored events.
* Serve as Chairman of NBT’s Marketing Committee.

**Supervisory Responsibility**

The Marketing Director is responsible for the supervision of the marketing employee(s).

**Work Environment**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.

**Physical Demands**

The physical demands described here are representative of those that must be met be an employee to successfully perform the essential functions of this job.

1. The employee will frequently sit or stand for extended periods of time and must be able to remain in a stationary position.
2. The employee will frequently communicate and interact with bank staff and customers and must be able to exchange accurate information.

**Position Type**

This is a full-time position.

**Travel**

Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

**Required Education and Experience**

1. Bachelor’s Degree in Marketing or related field.
2. 5+ years experience performing marketing for a financial institution or related field.
3. Experience working with HTML is preferred.
4. Experience working with SEO is preferred

**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employees for this job. Duties, responsibilities and activities may change at any time with or without notice.

NBT Financial Bank is an equal opportunity/disability/protected veteran status employer.

A disabled individual requiring reasonable accommodation shall not be denied the opportunity due to a disability. The applicant should contact Human Resources if reasonable accommodation is required during the application process at (817-752-2303).

All offers for employment with NBT Financial Bank are contingent upon the candidate having successfully completed a criminal background check. NBT Financial Bank will consider qualified candidates with criminal histories in a manner consistent with the requirements of applicable local, state, and Federal law, including Section 19 of the Federal Deposit Insurance Act.

***If interested please email resume to*** ***nbthrdept@nbt******.bank***.