



MARKETING OFFICER SALARY GRADE 10

Since its inception in 1973, the shareholders and management of The National Bank of Texas (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.

We not only strive to meet the banking needs of those we serve, but through our staffs involvement with city governments, schools, non-profit organizations and service organizations, we also work to improve the communities we serve.

Classification: Exempt

Reports to: 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.

1. Coordinates the creation and production of marketing and packaging materials, including business cards, stationery, product brochures, announcement postcards, bank signage, billboards, and promotional items.
2. Coordinates advertising schedules and placement, as required for ads and press releases placed in community program books, newsletters, etc.
3. Reviews specifications sheets, obtains and prepares bids, and acts as liaison with vendors when delivering marketing material and scheduling proofs and meetings.
4. Compiles and produces sales and marketing reports for assigned programs.
5. Tracks, collates and maintains inventory of marketing materials, as required.
6. Maintains inventory of photo work, artwork, and maintains marketing literature, archive files and sample files.
7. Helps prepare for involvement in community organizations events.
8. Maintains and stocks Dickies Arena Suite with glassware and promotional items.
9. Plays an active role as the bank's internal and external event planner and manager.
10. Develops customer acquisition strategies for current and new markets.
11. Makes business development calls and provides support for other bank officers making calls.
12. Attends community events and bank sponsored events.
13. Creates and maintains annual marketing calendar for the bank.
14. Will assist in the development of the annual marketing budget and will manage resources effectively in accordance with budget.
15. Serves as the marketing representative on projects for new customer products and services. Responsibilities will include creating, implementing and monitoring marketing plans for the new product.
16. Update and maintain NBT website. This includes updating and creating pages and graphics as well as Search Engine Optimization information and fixing any usability errors reported by CrownPeak Monitoring System as needed.

17. Manage NBT's presence on social media, which includes all postings and comment management and resolution.
18. Help to maintain NBT's Google My Business page including responding to questions and comment management and resolution.
19. Update and maintain NBT's Banno marketing, which delivers ads to online banking and mobile users. This includes setting up campaigns and ads, creating segment groups for ads and tracking success of each campaign.
20. Manage NBT's email marketing through Constant Contact. This includes preparing emails to be sent, tracking and reporting success of email campaigns and creating segmentation groups for campaigns.
21. Perform various responsibilities as acting secretary on NBT's Marketing Committee. This includes, but not limited to, taking meeting minutes, recommending topics for agenda, preparing tracking reports for products currently being marketed and pulling metrics from social media and Banno for review.
22. Compiles and produces monthly employee newsletter for bank.
23. Create monthly statement stuffers for customers.
24. Update monthly statement message for customers.
25. Develop Shareholder newsletters and annual reports
26. Updating bank documents to ensure that they are on-brand.
27. Work with IT to update and create consumer education fliers and documents that will be hosted on the website.

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.

Position Requirements

1. Must be able to work with confidential information.
2. Ability to work with equipment including calculator, copier, computer, printer, telephone, fax, typewriter and scanner.
3. Must be flexible to handle with conflicting demands on time by customers, officers and employees, daily work, and telephone calls.
4. Must be systematic and organized in order to effectively perform the variety of tasks the position requires.
5. Must be a loyal team worker; one who is willing to help others, both within the department and in other departments.
6. Must have a pleasant demeanor and effective communications in working with officers and employees, the public, and vendors.
7. Must be dependable in both attendance and punctuality.
8. Must be willing to take initiative to learn new tasks and accept new responsibilities.
9. Must have the ability to problem solve and analyze situations.
10. Skilled at and comfortable with actively cross-selling to existing clients and developing relationships with prospects

Physical Demands

The physical demands described here are representative of those that must be met by 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 move about inside the office setting to access office equipment, file cabinets, etc.
3. The employee will frequently communicate and interact with bank staff and customers and must be able to exchange accurate information.

4. The employee will occasionally be required to move bank/office equipment weighing up to 25 pounds across premises.

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. One to two years' experience performing marketing for a financial institution or similar organization preferred.
3. Experience working with HTML is preferred.
4. Experience working with SEO optimization 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.

The National Bank of Texas is an equal opportunity / affirmative action employer. All qualified applicants will receive consideration for employment and will not be discriminated against on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, or disability.

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 National Bank of Texas are contingent upon the candidate having successfully completed a criminal background check. National Bank of Texas 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.

The National Bank of Texas is an Equal Opportunity/Affirmative Action Employer.

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