

JOB TITLE: MARKETING COORDINATOR

Location: Farmington, CT

Type: Full Time/ Non-Exempt

Position summary:

Provide support to Marketing by effectively coordinating all aspect of the Marketing functions for including bank advertising, website, state associations, branch network, social media and MCIF reporting. This encompasses production, implementation and maintaining all necessary tasks.

Qualifications required:

- Bachelor's Degree in Marketing, Advertising or Public Relations
- One to two years of marketing experience (developing/implementing marketing programs and materials, social media, website)
- Proficient with Microsoft Word, Excel and PowerPoint

Qualifications desired:

- Experience in the Banking Industry

Essential functions and responsibilities:

- Manage Visa credit card program i.e. promotions/card maintenance/customer service
- Provide product support for all private label products and services
- Coordinate Bank's social media presence and develop content
- Communicate product introductions and product enhancements/issues to clients
- Coordinate charitable/PR program in branch network
- Promote articles and benchmarks to clients and prospects
- Manage state association relationships, marketing opportunities, calendar of events
- Coordinate the production, and distribution of marketing materials
- Use CIF system to produce monthly reports/cross-sell mailing matrix/adhoc reports
- Implement trade publication calendar
- Manage inventory of marketing materials and ensures all are up-to-date
- Maintains relationships and coordinates projects with various production vendors
- Assist with budget by maintaining invoices and tracking; and recording expenses
- Effectively create communications directed at various target audiences
- Ensure performed tasks are compliant with Bank Policy, State/ Federal Regulations
- Assist with customer service calls within the Bank
- Travel to various Branches monthly (throughout Fairfield County)
- Ability to effectively communicate to a variety of target audiences a must
- Familiarity and skill with the tools of the trade in marketing including PR, written/oral communications, website development, market research and social media
- Ability to handle multiple assignments quickly and efficiently, meet deadlines and follow-through on assignments
- Ability to see the big picture and provide useful input