Job Description

Job Title: Marketing Assistant  
Department: Marketing  
Reports To: Marketing Officer  
Salary Grade/Salary Range: 8 ($16.48/hr - $26.33/hr)  
Revision Date: 6/22/15

Position Summary
The Marketing Assistant provides vital clerical and technical support to the Marketing Officer and assists in all aspects of the bank’s marketing and public relations functions.

Essential Job Functions and Responsibilities

- Regular and predictable attendance and punctuality.
- Open and sort all incoming mail for Marketing Officer's review.
- Answer department phones and take messages in Marketing Officer's absence.
- Help schedule and facilitate meetings, the Bank’s participation in community events, and employee volunteer opportunities.
- Help coordinate the department's functions with other bank departments.
- Keep minutes of Marketing Committee meetings and post, including other relevant documents, to the Marketing Committee folder in the SBMC Committees Portal.
- Assist with organizing the annual Stockholder’s Luncheon, which includes the production of the Annual Report.
- Assist with recording of employee hours for CRA-qualified volunteer participation in the community and CRA-qualified donations.
- Assist with special promotions and events.
- Create the monthly employee newsletter.
- Create and order employee business cards.
- Assist with editing of marketing brochures and promotional materials.
- Assist with the creation and scheduling of ads for print and website.
- Maintain Marketing Advertising Compliance binders.
- Assist with purchasing and distribution of promotional items and SBMC logo apparel.
- Assist with issuing Marketing Department memos per Marketing Officer's direction.
• Prepare and mail closed account surveys as applicable and maintain database of results.
• Prepare the mailing of the OnBoarding one-year anniversary note cards from the Bank President.
• Organize department's bills to be paid weekly and maintain department’s accounts payable files.
• Assist with monitoring the department's expenditures to stay within budget by reviewing GLs and updating the budget sheet monthly.
• Accurately archive the Bank's community presence in publications including press releases, newspaper articles and publicity as well as advertisements.
• Provide "Student of the Month" recognition certificates and/or other recognition items as applicable.
• Coordinate quarterly art exhibits and monthly photo display case at Head Office.
• Facilitate employee contests and giveaways.
• Other duties as assigned.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience Requirements

• Associates Degree (AA/AS) or equivalent from two year college or technical school.
• Minimum of two years of secretarial/general office experience required.
• Experience in banking and/or marketing preferred.
• Equivalent combination of education and experience acceptable.

Minimum Typing Speed Required

40 wpm or higher.

Language Skills

• Ability to read and interpret documents such as safety rules, operating instructions, procedure manuals, policies and memorandums.
• Ability to write routine correspondence and communicate effectively and tactfully, orally and in writing with employees, customers, vendors and management.
• Must possess the ability to speak clearly so others can understand.
• Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar.
• Bilingual skills desirable.
Mathematical Skills

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to use a basic calculator.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.

Other Skills and Abilities

- Familiarity with Windows-based computer required. Previous experience with the Microsoft Office suite and banking-related software preferred.
- Have working familiarity with the following computer programs: InDesign, Photoshop, Access and Excel.
- **Evaluating Information to Determine Compliance with Standards** – Using relevant information and individual judgment to determine whether transactions, events or processes within scope of authority comply with laws, regulations or Bank standards.
- **Working Directly with the Public** – Ability to deal directly, face-to-face and on the phone with the public, following the Bank’s customer service standards.
- **Establishing and Maintaining Interpersonal Relationships** – Developing constructive and cooperative working relationships with others and maintaining them over time.
- Must possess good people skills: tact, patience, diplomacy, discretion and confidentiality.
- Have the personal presence and demeanor to represent Savings Bank of Mendocino County.
- A team player with a high degree of initiative, capable of creating fresh ideas and approaches, put them together in workable plans and implement quickly, efficiently and cost effectively.
- Ability to sell his/her ideas and conclusions to others in order to gain the full support needed for success.
- Good verbal communication skills and ability to write and speak clearly and concisely.
- Ability to work independently and complete assigned projects with minimal supervision.
- Must be able to set priorities and organize own work flow within established procedures, and have ability to work on a number of projects concurrently.
- Ability to work well under pressure and meet deadlines.
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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, sit, reach with arms, talk or hear and use hands to finger, handle or feel objects, tools or controls. The employee is occasionally required to climb or balance, stoop, kneel, crouch and may occasionally use ladders for a variety of tasks. The employee must frequently lift and/or move 5-10 pounds and occasionally lift and/or move 20-25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. Some driving may be required.

Post-offer physical is not required for this position.

Acknowledgment:

I understand that this job description should in no way be construed as a contract for employment, but rather is intended to indicate the general nature and level of work to be performed. Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to or from this job at any time. It is not designed to contain nor be interpreted as a comprehensive account of all the responsibilities and/or qualifications required of an employee assigned to this job. These job duties may be subject to change at any time due to reasonable accommodation or other reasons. Further, I understand that if I have any physical limitations or require any accommodations in order to perform the essential functions of my job, I must immediately inform my supervisor.

____________________________________________  _________________________
Employee Signature                                  Date

____________________________________________  _________________________
Supervisor Signature                                Date