

Job Profile



Job title: Marketing Intern

Department: Sales & Marketing

Reports to: Chief Relationship Officer & Human Resources Director

Supervises: N/A

FLSA Status: Hourly

Position Summary:

The Marketing Intern is responsible for assisting in the coordination of all marketing and social media and networking activities of the company. Marketing Interns will join the marketing operation and sales teams to create compelling content with great influence. The team focuses on creating a premium video experience for all content types. The position is also responsible for being the primary contact as appropriate of public relations and media contacts, advertising, and certain business development activities that promote the spirit, philosophy, dedication, and general direction of the company.

Essential Functions: *The following are indicative of the essential functions required to perform this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This profile is not intended to be all inclusive of tasks and responsibilities required; it provides a description of the critical responsibilities associated with this position.*

- Execute digital and social media marketing strategy that engages users and grows new audiences.
- Helps coordinate all marketing and social media and networking activities outlined in Marketing Plans approved by the Company.
- Develops and implements various concepts, objectives, materials, advertisements, programs, press releases, and other special events to ensure market awareness of the products and services available to new and existing customers.
- Develops engaging content such as texts, videos, photos, and/ or graphic designs to implement across platforms. Uses graphic design knowledge and tools to create appealing and relevant content for audiences.
- Solid comprehension of designing programs such as Adobe Creative Suite, specifically Photoshop, InDesign and Illustrator, and continues to learn new techniques.
- Provides guidance and coordinates implementation efforts with respect to the marketing aspect of new or existing products and services.
- Responsible for being the primary contact as appropriate of public relations and media contacts, advertising, and certain business development activities that promote the spirit, philosophy, dedication, and general direction of the Company.
- Develops, implements, maintains, and monitors, the results of the Company's social media and networking sites, concepts, objectives, materials, advertisements, programs, blogs, press releases and other special events as directed.
- Develops a broad marketing concept; directs market research projects; recommends methods for developing existing markets and opening new ones for customer services.

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- Performs duties as the Bank's primary contact for public, community, media, advertising agency and related vendor relations.
- Acts as a liaison with professional advertising agencies; details advertising programs designed to obtain maximum penetration per dollar expended.
- Manages the Bank's identity program, including signs, stationery, literature, posters, and all other visual elements of the Company's marketing activities as appropriate.
- Assists the Chief Relationship Officer and any other manager involved in marketing events in implementing cost controls for marketing campaigns and monitors expenses to ensure compliance with budget.
- Completes administrative tasks correctly and on time; supports the Company's goals and values.
- And other duties as assigned

Requirements:

These specifications are general guidelines based on the minimum experience normally considered essential to the satisfactory performance of this position. The requirements listed below are representative of the knowledge, skill and/or ability required to perform the position in a satisfactory manner. Individual abilities may result in some deviation from these guidelines.

- Basic experience, knowledge and training in a progressively responsible marketing and community relations management role.
- Ability to read, analyze and interpret general business periodicals, professional journals, and technical procedures.
- Excellent organizational and time management skills.
- Intermediate skills in computer terminal and personal computer operation; host computer system; word processing, spreadsheet and specialty software programs.
- Thorough understanding of social media platforms and marketing tactics
- Intermediate typing skills to meet production needs of the position including graphic design program knowledge (Adobe Suite, Photoshop, InDesign, Illustrator, etc.).
- Exceptional verbal, written and interpersonal communication skills with the ability to apply common sense to carry out instructions and instruct others, train personnel like counterparts, write reports, correspondence and procedures, speak clearly to customers and employees.
- Ability to work with minimal supervision while performing duties.
- Current driver's license and a vehicle with appropriate insurance coverage if required to drive in the course of performing assigned duties and responsibilities.

Skills & Competencies-

- Entry-to-Intermediate experience, knowledge and training in all operational and marketing activities and terminology
- MS office system; specialty software programs desired but not required
- Intermediate experience with Social Media platforms
- Experience with designing graphic content such as posts, flyers, videos, etc.
- Excellent verbal, written and interpersonal communication skills
- Effective organizational and time management skills
- Current driver's license and proper insurance coverage if required to drive in the course of performing assigned duties and responsibilities

Environmental Conditions and Physical Demands:

- The incumbent is in a non-confined office-type setting in which he or she is free to move about at will. The position includes driving a personal owned vehicle which includes exposure to the outside weather elements and moving mechanical parts. It may include some minor annoyances such as noise, odors, drafts, etc.
- The incumbent in the course of performing this position spends time writing, typing, speaking, listening, lifting (up to 25 pounds), driving, carrying, seeing (such as close, color and peripheral vision, depth perception and adjusted focus), sitting, pulling, walking, standing, squatting, kneeling and reaching.
- The incumbent for this position may operate any or all the following: telephone, smart phone, copy and fax machines, adding machine (calculator), check protector, scanner and image systems, scanning equipment, encoder, money counter, credit card terminal, computer terminal, laptop computer, personal computer, tablet, printers, or other equipment as directed.
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

I, _____, acknowledge review of this job description.

Employee signature: _____ Date: _____

Supervisor signature: _____

Citizens Savings Bank & Trust Company is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.