

eCommunications Coordinator – Job Description Summary

Responsible for implementing changes and updates to organization website, I-Branch home banking, intranet, electronic delivery systems messaging, and lobby videos. Assists with outbound e-marketing campaigns. Runs routine reports and monthly updates. Responsible for distribution of marketing collateral and revisions to marketing collateral.

Assists marketing and corporate communications with carrying out goals set forth in the strategic marketing plan.

The complete job description covers the following topics:

- Essential duties and responsibilities
- Performance standards
- Qualification requirements
- Education and experience
- Language skills
- Mathematical skills
- Reasoning ability
- Other skills and abilities
- Physical demands
- Work environment