

Marketing Specialist

SUMMARY:

Working interdependently with “key players”, contributes to the customer/asset growth of the organization through branch service delivery focused marketing initiatives including, but not limited to: strategic marketing programs custom designed to reflect the unique culture of each service outlet; community and sponsor relationship building; new product and/or service delivery tactics; awareness building programs; and other business development activities that promote the image, distinctiveness, and brand associated connection between current and potential customers with the organization.

Job Functions include: (Note: this is a representative list only - complete list provided with purchase)

- Helps to develop short and longer-range sales-focused incentive programs that are directed to behavior change, relationship building, and positioning the organization as the customers first choice for consumer information, competitively priced products, and fast service.
- May write newsletters and other informational, promotional, and educational materials for specific target groups or for general distribution to the organization’s customers. In many circumstances, will work with external vendors (writers, printers, graphic artists, photographers, etc.) to coordinate the design, development and production of informational media.
- Maintains awareness of business development techniques, practices and success stories by attending appropriate marketing and business development meetings, seminars and conferences, reading financial industry publications, developing a network of colleagues, and other self-development initiatives that will provide new ideas and contribute to the success of the entire key player group.

(also details Supervisory Responsibilities, Qualifications, Education and/or Experience, Language Skills, and work environment)