



JOB DESCRIPTION

Job Title: AVP, Marketing Officer
Department: Marketing
Reports To: Vice President, Marketing
FLSA Status: Exempt (Salaried)

Summary

This position's responsibilities include coordinating all marketing related projects and activities to meet strategic objectives of Evergreen Bank Group as directed by the Vice President, Marketing.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Manage Salesforce Marketing Cloud for the Bank's three brands: Evergreen Bank Group (EBG), FreedomRoad Financial (FRF), and Performance Finance (PF). Be the Bank's expert on the Marketing Cloud system, ensuring all divisions are using Marketing Cloud to its full potential. This includes creating customer journeys, one-off email campaigns, developing email content, managing reporting requests, and more.
- Assist in the Bank's digital marketing efforts, including identifying the appropriate channels to market the Bank's products that are eligible for online account opening (i.e. Online Savings account)
- Develop a strong understanding of the Bank's products available for online account opening in order to develop engaging website content that drives increased web traffic resulting in more new accounts opened online.
- Create, write, promote and retain the Bank's monthly external eNewsletter.
- Conduct and manage market research and competitive analysis.
- Manage social media for EBG and its divisions. Develop content and post as outlined in the Social Media Strategy and Calendar. Manage online reviews by logging content, writing/posting/logging responses, and alerting management to any developing crises.
- Maintain digital signage with updated content and information. Digital signage includes in-branch boards, third-party sponsored display boards, ATMs, etc.
- Manage the Bank's Sponsorship and Donation Requests Program via donation letters, necessary artwork/ad creative, and coordinate giveaways.
- Manage events sponsored by EBG as needed. This may include attending events, managing inventory of giveaways, managing staff volunteers for events, and more.
- Coordinate production of marketing and promotional materials. Partner with the Bank's vendors to execute the necessary art creative and messaging for Bank advertisements. Manage

inventory of printed marketing materials and promotional items. Maintain a consistent corporate image throughout all marketing and promotional materials and product lines.

- Proof various Bank documents and add branding, as needed.
- Ensure operational integrity through compliance with all policies, procedures, and regulations. Work closely with Compliance Team on approval of all content.

Qualifications

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.

Minimum knowledge, Skills and Abilities Required:

- Bachelor's Degree in marketing or other related field.
- 2-4 years of marketing experience, preferably in the banking industry with a strength in digital marketing.
- Experience with Salesforce Marketing Cloud preferred.
- Ability to write strong ad copy and web content.
- Strong knowledge of bank products, compliance, rules and regulations.
- Proficient in Microsoft Outlook, Word, and Excel.
- Excellent written and oral communication skills.
- Strong attention to detail and ability to proof-read documents, website content, and ads.
- Demonstrated ability to plan and organize projects and events.

Supervisory Responsibilities

This position has no supervisory duties.

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 talk or hear. The employee frequently is required to sit; use hands to finger, handle, or feel; and reach with hands and arms. The employee is occasionally required to stand; walk; and stoop. The employee must occasionally lift and/or move up to 25 pounds.

Equal Opportunity Employer

Evergreen Bank Group is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, ethnicity, gender, sexual orientation, gender identity, national origin, veteran status, or disability.

Federal Deposit Insurance Corporation

Evergreen Bank Group is Member FDIC