

## **JOB DESCRIPTION**

**Mainstreet Community Bank of Florida  
204 S. Woodland Blvd., DeLand, FL 32720**

**POSITION:                   MARKETING ASSOCIATE**

**FLSA STATUS:           Hourly – Non-Exempt**

**HOURS:                   Part- Time, approximately 25 hours/week**

**Education/Experience Required:** Bachelor's degree in advertising, marketing, communications, public relations, business or related field is preferred; will consider equivalent work experience. Banking or bank marketing experience preferred.

**Performance Requirements:** This position requires maintaining a professional image and demonstrating advanced written and verbal communication skills, as well as knowledge of marketing and public relations. The ideal candidate should possess strong interpersonal and organizational skills. They should be creative, detail-oriented, technologically proficient, and able to work efficiently both independently and as part of a team, with the ability to multitask effectively.

### **Duties and Responsibilities:**

- Assists with the marketing activities of assigned bank products.
- Works in the development and implementation of marketing programs, projects and/or campaigns of the bank.
- Create and manage marketing across all social media platforms while keeping the information both fresh and relevant
- Prepares marketing materials related to direct mailings and/or marketing events. Coordinates and/or works on special events and assists with ordering all promotional items related to such events.
- Handles the bank's marketing supplies and disburses on an as-needed basis.
- Demonstrates compliance with customer rights to confidentiality and privacy.
- Assists with coordination of special events, open houses, branch ribbon cuttings, grand openings and other business development functions sponsored by the bank.
- Perform other related duties as assigned by supervisor and management

### **COMPLIANCE**

All associates have a responsibility to understand the Bank's BSA/AML Program, the procedures outlined in it, and to follow the Program and procedures in carrying out their duties. When an associate has supervisory responsibilities, he or she will make certain that his/her staff understands the responsibilities to comply with applicable regulatory issues and internal programs, policies and procedures. Any associate that fails to adhere to the BSA/AML Program or commits other violations of the Code of Conduct may be subject to

EOE/Vet/Disability

disciplinary action up to and including termination.

## **PHYSICAL DEMANDS**

*The physical demands described here are representative of those that must be met by an associate 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 sit, stand, use hands to finger, handle or feel, reach with hands and arms, and talk or hear. The employee is frequently required to stand and walk. The employee must occasionally lift and/or move up to 20 pounds. Vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

## **NOTICE**

- ✓ This position description in no way states or implies that these are the only tasks to be performed by the employee occupying this position. The employee will be required to follow any other instructions and to perform any other job-related duties.
- ✓ Requirements are representative of minimum levels of knowledge, skills, and/or abilities. To perform in this position successfully, the employee will possess the abilities and aptitudes to perform each task proficiently.
- ✓ Ability means to possess and apply both knowledge and skill.
- ✓ This position description has excluded the marginal or peripheral functions that are incidental to the performance of primary functions. All requirements are essential to the function of the position.
- ✓ This position description describes the minimum selection requirements to qualify for the position. However, promotion and other employment decisions are also based on Bank needs, being in good standing, fully competent performance, and other non-discriminatory issues.
- ✓ All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.
- ✓ Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.
- ✓ This position description does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

This job description does not list all of the functions of the job. Management often assigns additional duties. This job description may be revised at any time.