



# Sample Job Posting

## **Job Title: Marketing Coordinator**

XXX Bank, a division of YYY Bank, engages in strategic partnerships with home-improvement manufacturers, contractors, and other groups, to develop customized loan programs to help them increase their sales as well as attract and retain top dealers. We value integrity, initiative, equity, and enthusiasm at XXX Bank. The Marketing Coordinator is responsible for basic marketing tasks and projects on products and/or services.

## **Pay & Benefits:**

- \$50,000-52,000, dependent upon experience
- Paid Vacation/Sick Time
- 401K with Company Match
- Medical, Dental and Vision Benefits and Parental Leave
- Employee Assistance Program & Associate Volunteer Program
- Tuition reimbursement up to \$10,000 per year

## **Primary Job Duties:**

- Supports marketing associates, managers, and executives on projects directed at maximizing company profits and developing sales strategies or marketing campaigns
- Performs basic market research
- Arranges promotional events; may write online content
- Responsible for XXX Bank's social media presence and targeted Instagram marketing campaigns
- Promotes equity & inclusion through all marketing materials to identify & dismantle barriers and increase access to financial resources

## **Required Qualifications:**

- Bachelor's degree in marketing, communications, or related field
- Minimum of 1 year of experience in marketing (internship experience counts)
- Experience developing a company-wide strategic marketing plan
- Excellent organizational and time management skills, including ability to handle multiple projects at once and prioritize projects
- Expertise in social media platforms, particularly Instagram
- High level of cultural competency

## **Preferred Qualifications:**

- Experience in the financial sector is a plus
- 2 years of experience coordinating marketing for a large company
- Bilingual is a plus!

## **Special Demands:**

- Must be available to work some nights and weekends
- This position may involve some travel within the U.S.
- This position walks and moves continually during working hours.

XXX Bank is an **equal opportunity employer** that is committed to diversity & inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other characteristic as outlined by federal, state, or local laws. We encourage individuals with marginalized identities and formerly incarcerated individuals to apply. We do NOT screen applicants on the basis of work authorization and are happy to sponsor work visas now and in the future. XXX Bank is happy to provide you with accommodations as needed during the hiring process and throughout employment.