



POSITION DESCRIPTION

Functional Title: Marketing and Communications Specialist

Effective: November 2015

Reports to: SVP, Marketing and Communications

Direct Reports to this Position: N/A

Exemption Status Based on FLSA: Exempt () Non-Exempt (X)

Summary of Job Responsibilities:

Maintains awareness, understanding and compliance with Guaranty Bank and Trust's "Code of Ethics," internal policies and procedures, laws and regulations that are appropriate for his/her position.

This position is responsible for supporting the SVP of Marketing and Communications in executing the strategic marketing and communication plan for the organization and promoting the brand in accordance with required standards and guidelines.

Essential Duties:

Employees are held accountable for all duties of the job. Individuals must be able to perform these duties with or without reasonable accommodations.

- Demonstrates core values and guiding principles as outlined in the Bank's identity statement.
- Ensures that all activities and work functions comply with compliance requirements as defined in company policies and procedures and state/federal laws and regulations.

Marketing & Communications:

- Assists with ensuring the consistency of the company brand(s) across all platforms.
- Assists with the design of certain marketing materials and advertisements to support both commercial and retail lines of business when not otherwise allocated to an outside agency.
- Supports the ongoing maintenance of the company website(s).
- Supports the research and monitoring of industry and competitive activity so that market opportunities can be identified and acted upon when appropriate.
- Assists with the tracking of sponsorships specific to each region and line of business and ensures ads and logos are received in a timely manner to maximize bank visibility and marketing dollars spent.
- Supports the updating of bank information across online directories, search engines, and other third party web sites.
- Works directly with Bank vendors to obtain bids and complete the fulfillment of marketing/communications related materials.
- Maintains inventory of marketing materials and ensures branches have what they need.
- Supports the execution of the annual strategic marketing and communication plan.
- Responsible for ensuring all marketing and communications materials comply with the Bank's Advertising Policy.
- Helps to maintain the corporate calendar for the organization.

- Assists with the development of certain internal communication vehicles including but not limited to All Employee eNewsletter and Intranet content
- Other marketing and communications duties as assigned.

Required Qualifications:

- Bachelor's degree in Business, marketing, communications or other related field
- 2 - 3 years of marketing related experience
- Highly developed verbal and written communication skills
- Highly developed interpersonal skills to effectively communicate with internal departments, vendors and contractors and various levels of management.
- Excellent organizational skills. Must be able to manage multiple priorities at once and be very detail oriented. Ability to coordinate various external suppliers within budget.
- Intermediate to advanced PC skills including Word, Powerpoint and Excel
- Demonstrated problem solving skills
- Knowledge of Adobe Creative Suite a plus.

Types of Decisions: Complex problem solving requiring the use of good judgment, which often results in on-the-spot decisions.

Contact with others: Officers, Staff, Customers/clients. Maintains a positive demeanor and displays excellence in service, keeping the banks image in mind at all times.

Physical Requirements:

- Ability to handle stress associated with frequent deadlines and tight schedules
- Ability to travel to branch locations throughout the organizations footprint on a regular basis
- Ability to sit for 6 – 7 hours at a time in order to operate standard PC equipment

The above statements are intended to describe the general nature and level of work being performed. This job description should not be construed to imply that these requirements (job responsibilities and KSAs) are the exclusive standards of the position. Incumbents may be required to follow other instructions, and to perform other duties, and obtain other KSAs that may be required of the position.