**Arkansas Bankers Association**

**Marketing Coordinator**

**Job Description**

Exempt: No

Department: Administrative/Operations

Reports To: President & CEO

Date Prepared: June 13, 2021

**Summary of Duties:**

The primary objective of this position is to provide staff support which includes: assisting with member issues, marketing, technology and professional development.

**Essential Duties and Responsibilities**

1. Assist with data input, changes, organization, and reporting.
2. Assist with awards programs.
3. Assist with publication and press release editing.
4. Organizes and schedules meetings and appointments.
5. Assists in planning, registering participants, and implementing meetings, conferences, and events on-site and off-site, as needed.
6. Create mail merges in Microsoft Word.
7. Assist with mail-outs to promote events and other marketing materials.
8. Manage content for quarterly magazine with guidance from Technology & Marketing Director and President/CEO.
9. Develop targeted marketing campaigns for events and products/services.

**Position Specifications:**

1. This position is non-exempt under the provisions of the Fair Labor Standards Act and is subject to the Arkansas Bankers Association’s policies and procedures pertaining to working schedule.
2. Education and Experience:

* A bachelor’s degree or job experience equivalent.
* A minimum of intermediate Word, Excel, Microsoft products and google drive required.
* Project planning and execution experience required.
* Experience with creative design (Adobe Creative, Canva, Gimp, Microsoft Publisher, etc.).
* Experience with online email systems (Constant Contact, Mailchimp, etc.).
* Experience creating marketing campaigns.
* Experience with event planning.
* Experience with website content a plus.
* Experience working in a customer relationship database a plus.
* Association or non-profit experience a plus.

**Personal and Physical Characteristics/working Conditions:**

1. Personal characteristics include: a team player, self-starter working well with minimal supervision, attention to detail, high integrity, good personal habits, regular work attendance, courteous and friendly, able to work well with diverse groups of people, organization of multiple tasks and projects, and gain and maintain respect of others, both inside and outside the Arkansas Bankers Association.
2. Physical Effort and Dexterity include the ability to work within normal limits of an inside office position plus the ability to assist when needed to lift all meeting equipment and materials.
3. Machines, Tools, Equipment required to be operated include but are not limited to: AV equipment (video, audio, sound equipment, projector’s etc.), phone, computer, calculator, copy machine, postage metering machine, computer printer, and fax machine.
4. Software required to be operated include but are not limited to: MS Word, Excel, PowerPoint, and CRM database.
5. Visual Acuity, Hearing, Speaking & Writing: Very comfortable in speaking one-on-one level with customers, and in meetings with groups of professionals; professional written proposals, reports, letters and emails.
6. Environment/Working Conditions: Work is mostly inside; normal office worker safety precautions and practices are required. Some overtime required.
7. The ability to work in a constant state of alertness and in a safe manner.