**Arkansas Bankers Association**

**Marketing & Public Relations Director**

**Job Description**

Exempt: Yes

Department: Marketing

Reports To: President & CEO

Date Prepared: June 28, 2021

**Summary of Duties:**

The Marketing and Public Relations Director is responsible for managing and administrating Arkansas Bankers Association’s strategic integrated marketing and communication initiatives, including print, web, and digital marketing. The Marketing and Public Relations Director is also responsible for ensuring the proper development, execution and benchmarking of all programs designed to raise awareness and value of the ABA brand and the banking industry.

**Essential Duties and Responsibilities**

1. Create and execute professional development marketing strategies and campaigns including but not limited to: vision, brochure design, content, and communication.
2. Create and execute ABA products and services sales marketing strategies and campaigns.
3. Manage the ABA brand, media communications, media outreach and relationships.
4. Manage awards programs.
5. Manage Bank Directory publication and printing.
6. Create and execute social media strategies, campaigns, and content across all channels.
7. Manage content for quarterly magazine and liaison with magazine vendor.
8. Understand key marketing performance metrics and tracking tools to provide market research, forecasts, competitive analyses, campaign results, and industry trends to translate results into actionable insights.
9. Development and distribution of all print collateral.
10. Assist with data input, changes, organization, and reporting.
11. Assists in planning, registering participants, and implementing meetings, conferences, and events on-site and off-site, as needed.
12. Liaison with the Emerging Leaders Section

**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 in marketing or communication related field.
* A minimum of intermediate Word, Excel, Microsoft products skills are required.
* Background and two to five years of experience in marketing, communication, and public relations.
* Experience in social media content creation and execution.
* Experience with creative design (Adobe Creative, Canva, Gimp, Microsoft Publisher, etc.).
* Experience with online email systems (Constant Contact, Mailchimp, etc.).
* Experience with event planning.
* Ability to work with association staff and vendors to meet deadlines.
* Ability to travel occasionally.
* Experience with website content is a plus.
* Experience working in a customer relationship database is a plus.
* Experience with associations, non-profits, or banking industry are 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, projectors, 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.