



First Federal Bank of Louisiana Job Description

Job Title: Marketing Assistant
Department: Marketing

SUMMARY

Under the supervision of the Marketing Director, this employee manages, directs, and operates the Bank's internal customer database (MCIF) and other assigned databases to attain the goals and objectives of the Bank. Maintains bank contact and involvement with civic and charitable organizations, as well as with the press and advertising agencies.

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to, the following:

- Maintains Department's procedural manual.
- Requisitions department supplies.
- Maintains marketing central information file (MCIF) customer database from internal and external sources in order to conduct research, set controls, and tests and implements database marketing research, as well as performing monthly updates, creating required files for direct mail, auditing, measuring promotions, and general research.
- Produces regularly scheduled and special reports from the MCIF and other sources.
- Conduct MCIF searches to identify customer and non-customer product marketing opportunities.
- Assist Manager of Advertising, Promotions, and Public Relations as requested with approval of Director of Marketing.
- Coordinates and works with outside vendors relative to MCIF database.
- Uses the database system as a means to recommend targeted marketing promotions and utilizes the database for other research-oriented uses as it pertains to the annual Marketing Plan
- Analyze, evaluate, implement and manage accurately a reliable tracking system to organize and report the effectiveness of specific and targeted marketing campaigns.
- Serves as a member of the Partners in Education Committee and other committees, as appointed.
- Responsible for the maintenance and updating of digital signage inside and outside of offices.
- Contacts and works with individuals internally and externally to develop articles.
- Assists in coordinating advertising projects, staying within established budgets and maintaining accurate records.
- Coordinates public relations activities for the Bank, including interviews with the media, press conferences, press releases, and drafting of new articles and other written pieces for industry-related publications both inside and outside of the Bank.
- Assists Marketing Director with the maintenance and operation of the MCIF system. This includes monthly updates, creating required files for direct mail, auditing, measuring promotions, monthly reporting to branches and general research.
- Compliance training is assigned to all Bank personnel based on their position with the

Bank. Employees are required to complete all assigned training timely and in accordance with Bank policy.

- Keeps record of work performed.
- Assists Marketing Director, as requested.
- Performs other duties as assigned.

SPECIAL REQUIREMENTS:

- Thorough knowledge of banking, including all Bank products and services.
- Thorough knowledge of competitive markets with the ability to make recommendations and suggestions for new ideas and product developments relative to this information.
- Working knowledge of PC's and appropriate software for position – word processing, spreadsheets, databases, and presentation.
- Ability to plan and organize effectively to meet deadlines.
- Ability to establish and maintain effective working relationships with co-workers, subordinates, customers, and the general public; ability to be tactful and flexible.
- Ability to work as part of the Marketing team.
- Ability to maintain appropriate confidentiality in matters pertaining to the personal affairs, including Bank account information, of Bank customers and employees.
- Ability to remain self-motivated.
- Possess a valid driver's license and provide own reliable transportation to be able to conduct Bank business.

SUPERVISORY RESPONSIBILITIES:

None

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

Associate's degree (A. A.) or equivalent from college or technical school and a minimum of one-year of experience working in a banking, marketing and/or public relations field; or a minimum of three years of related experience and/or training; or equivalent combination of education and experience.

LANGUAGE ABILITY:

- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups, and/or boards of directors.

MATH ABILITY:

- Ability to work with mathematical concepts such as probability and statistical inference.
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY:

- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee 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 and talk or hear. The employee is frequently required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms and stoop, kneel, or crouch.

The employee is occasionally required to climb or balance. The employee may lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and depth perception; and the ability to differentiate color and adjust focus.

EQUIPMENT REQUIRED TO OPERATE:

In the performance of duties, employee will be required to operate a personal computer and peripheral equipment, scanner, fax machine, copier, and telephone.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. Employee will occasionally be exposed to outside weather conditions. Employee is required to maintain a valid driver's license and provide own reliable transportation.

SCHEDULING

This is a full-time nonexempt position. Regular working hours are 8:00 a.m. – 5:00 p.m., Monday – Friday, with occasional overtime. However, based on the need for Bank events, the work schedule may be adjusted for employee to work occasional evening or weekend hours. Regular attendance is required.