



Marketing Officer

This is your chance to join Fleetwood Bank, the only independent community bank headquartered in Berks County. We are offering the chance for an experienced, energetic, team focused individual to manage our Marketing and Communications function of the Bank. This is a rare opportunity for the right person to help build upon our strong brand while bringing a new perspective to marketing, brand awareness and leadership.

This individual should possess creative capabilities to take bank branding to a new level, maximizing social media content including audio - video production, Blogs and Podcasts.

Our banking team is made up of people with strong industry knowledge all focused on creating opportunities. Fleetwood Bank is committed to delivering the highest quality products, service and convenience in financial services. Decisions are made at our Fleetwood, PA headquarters by local people living in the communities we serve. This gives us the ability to understand and respond quickly to the needs of our customers.

Essential Duties

- Researches, analyzes, develops, and executes innovative marketing ideas that build brand awareness & highlight the Bank's suite of products including commercial and consumer.
- Researches, conceptualizes, creates, and implements marketing and public relations programs that will promote all services and products and favorably project the Bank's image and goals.
- Collaborates with the Executive Team to develop targeted marketing programs that assist in the achievement of branch and Officer goals.
- Schedules, posts, and copy write for blogs, email campaigns and websites.
- Media Relations management including story development, media pitches, and press releases to announce bank initiatives and changes.
- Executes targeted marketing campaigns; including development and coordination of direct mail, advertising (traditional and digital), branch signage, and website content. Tracks and reports results.
- Oversees and reviews social media strategies and assures compliance with the Bank's Social Media Policy and Procedures.

- Coordinates the marketing efforts of the Bank and work with delivery teams to understand their needs.
- Responsible for developing ideas and collaborating with the CEO and other bank employees.
- Manages all outside vendor relationships as they relate to advertising, media, marketing, promotional product development, and public relations. Responsible for the development and maintenance of branding guidelines and standards across departments.
- Plans & organizes bank-sponsored events; including customer events, open houses, and other PR events.
- Identifies community & civic events and opportunities that maximize the Bank's visibility and aligns with the Bank's strategic objectives. Coordinates staff participation.
- Provide periodic reports to the CEO, BOD, and other individuals or groups as required.
- Monitors customer satisfaction and ongoing service quality.
- Assures all forms of advertising meet compliance requirements and keeps marketing records for bank audits and exams as required.