

**MARKETING SPECIALIST**

Full-time position | Nashville, TN

**Overview**

Headquartered in Brentwood, TN, **Bank Director** is a dynamic, diverse and profitable privately-held media company. Since our start in 1991, we have focused on the informational, educational and training interests of C-level executives and members of the boards of financial institutions. These key leaders trust our team and products to keep pace with their ever-changing landscape. We do so through *Bank Director* magazine, BankDirector.com, exclusive conferences, research reports, a comprehensive membership program and various social media channels.

**Job Summary**

We seek a Marketing Specialist to develop and execute Bank Director and FinXTech's social media strategy, elevating brand visibility and driving audience engagement. The ideal candidate is creative, detail-oriented and energized by translating insights into effective digital marketing initiatives. This role works collaboratively across departments to support the planning and implementation of key marketing objectives and reports directly to the Senior Vice President.

**Primary Responsibilities**

- Responsible for developing, editing and posting content for Bank Director and FinXTech across various social media platforms by creating engaging written and visual content, including copy, images and video clips
- Responsible for developing and executing social media strategies to increase brand awareness, engagement and reach
- Responsible for developing, designing and scheduling the bi-monthly FinXTech newsletter and other newsletters, as needed
- Supporting the Graphic Design Director with fulfilling design projects related to online marketing materials for the company's events and email campaigns
- Developing and distributing monthly website analytics reports for BankDirector.com and FinXTech.com
- Supporting the Digital Marketing Manager by ensuring that SEO standards are met on all website content by researching, creating, maintaining and analyzing metadata
- Planning and launching digital campaigns, including paid advertising strategies
- Tracking key performance indicators (KPIs), analyzing social media performance data and using these insights to refine strategies and report on results
- Using data to identify trends and make recommendations for improvements
- Monitoring competitors' marketing activities and industry opportunities
- Gathering market analytics for use in sales conversations
- Assisting with on-site events as needed, which may include traveling several times throughout the year
- Minimum of first six months of employment working in our office, Mondays through Thursdays; may work from home on Fridays; adjustments after this time period are based on performance
- Other duties as assigned

**Qualifications & Skills**

- A bachelor's degree in marketing, public relations or a related field is preferred
- Two or more years of social media management experience is preferred
- Two or more years of graphic design experience
- Proficient with social media management tools like Hootsuite
- Experience with Google Analytics
- Proficient with design software, such as Photoshop and Illustrator
- Proficient in Microsoft Office, specifically PowerPoint
- Knowledge of SEO best practices and web design
- Working knowledge of AI chat prompts and LLMs
- Superb written and verbal communication skills - in person, over the phone and via email - composed and courteous
- Strong project management skills
- Intellectually curious
- Strong attention to detail
- Excellent organizational skills

**Benefits & Perks of Working at Bank Director**

Our culture is one of collaboration, where individuals look to exceed expectations. We are a friendly and ambitious team that takes pride in setting and clearing a high bar. Some of our benefits and perks include:

- 15 days of paid time off (PTO) and all federal holidays
- Paid medical, vision and dental benefits for single employees - and deep discounts for those with spouses/families
- 3% employer contribution for 401(k) based on annual salary, regardless of your contribution
- Various employee outings and get-togethers throughout the year

Feel free to request our Benefits One-Pager to see a summary of benefits and perks offered by Bank Director!

**How to Apply**

To apply, please send your resume to Nicole Dieng at [ndieng@bankdirector.com](mailto:ndieng@bankdirector.com).