

MARKETING ASSOCIATE

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 dedicated and detail-oriented Marketing Associate to ensure all marketing activities improve the company's brand and event awareness. The Marketing Associate works closely with internal departments to assist in planning and implementing all marketing objectives. In this role, candidates should understand the entire marketing mix and be familiar with ways to analyze market research and customer behavior. The Marketing Associate reports to the Director of Marketing.

Responsibilities

- Coordinate with the marketing team to prepare materials, including email and direct mail campaigns
- Manage daily administrative tasks to ensure the marketing department runs smoothly
- Conduct market research to identify new revenue opportunities
- Gather and analyze client behavior data, including email engagement, web traffic and rankings
- Create reports on marketing and sales metrics, such as conversion rates
- Develop and execute social media strategies by creating and sharing engaging content
- Keep organized records of marketing metrics and results of past campaigns
- Gather market analytics for use in sales conversations and our partners' return on investment
- Monitor competitors' marketing activities
- Assist in writing and proofreading press releases
- Develop online marketing materials for email campaigns, social networks and newsletters
- Review and edit brochures to ensure the accuracy of the content
- Provide technical support and troubleshoot computer issues for our internal team
- Minimum of first three months of employment working in our office Monday through Thursday; may work from home on Friday; adjustments after this time period are based on performance
- Other duties as assigned

Qualifications & Skills

- Proven work experience as a Marketing Associate, Marketing Assistant or similar role
- Knowledge of marketing digital tools and techniques
- Proficient with the Apple operating system, Constant Contact, Hootsuite or similar platforms
- Experience with SEO/SEM campaigns
- Solid computer skills, including Excel, web analytics, Adobe Creative Suite or Canva and Google Adwords
- Excellent communication and presentation skills
- Strong analytical skills with a goal-oriented attitude
- BS degree in Marketing or a relevant field
- Must be able to lift up to 30 pounds

Benefits & Perks of Working at Bank Director

Our culture is one of teamwork and collaboration, where individuals look to exceed expectations. We are a friendly and ambitious team that takes pride in setting and clearing a high bar. In exchange, you will be rewarded with opportunities to develop your skills, the chance to be a part of a supportive team and excellent benefits.

Some of our benefits and perks include:

- 15 days of paid time off (PTO)
- Paid medical, vision and dental benefits for single employees - and deep discounts for those with spouses/families
- 3% match for 401(k) based on annual salary, regardless of your contribution, assuming an open account through the company's retirement plan
- Various employee outings and get-togethers throughout the year

Feel free to request our Benefits Summary to see an overview of the benefits and perks offered by Bank Director!

How to Apply

To apply, please send your resume to our Chief Operating Officer, Laura Schield, at lschield@bankdirector.com.