



Invested in You.
Washington State Bank

Position Title: Marketing & Business Development Director

Purpose of Position: Responsible for managing the development of the company's marketing program. Identify, target, call and close prospects in order to increase deposits growth. This position requires a keen eye to detail, excellent communication skills, and a team-oriented approach with the ability to work autonomously. Provide superior customer service in an efficient, accurate, professional, friendly and confidential manner.

Primary Duties/Tasks:

- Develops and executes marketing and business development plans.
- Develops and executes all advertising and sales promotions.
- Generates revenue by acquiring new customers and by closing new transactions of various size and complexity as well as serve and prospect existing customers. Focus of position is new business and can include both deposits and loan transactions as may be directed by supervisor from time to time.
- Conducts market research and recommends improvements for products and services.
- Manage website and social media to build and improve the bank's online presence.
- Develops and executes marketing campaigns to increase brand awareness, improve customer loyalty, and expand market share.
- Responsible for applicable regulatory compliance.
- Plans, coordinates, and executes special events including booking facilities, developing agendas, and monitoring and supporting the execution.
- Represent Washington State Bank at bank and community events within on all our market territories.
- Must be available outside normal business hours and willing to travel within our market territories.
- Coordinates all donation requests.
- Other duties as assigned by supervisor.

Skills Required:

- Bachelor's degree in Business, Marketing, Communications, or related field.
- 2 – 3 years marketing, business development, or communications experience.
- 2 – 3 years banking experience.
- Business application skills include Microsoft Office and Adobe.
- Marketing and graphics application skills in using Adobe Creative Suite including Photoshop and InDesign.
- Social Media skills including Facebook, Google AdWords and Analytics.
- Experience in email content marketing utilizing MailChimp.

Working Interactions: Position demands good interactive people skills and ability to provide superior service to internal and external customers.

Physical Requirements: Mobility to interact on and off site with clients and prospects.