

Marketing Content Specialist

Are you bold, innovative, and dynamic? If so, be a part of our award-winning Marketing Team! Join us as we explore new and fun ways to reach ever-growing audiences on Social Media and in print! Now hiring a full-time Marketing Content Specialist to engage our online communities with fresh and innovative content - and to help our team share the Centier story in all manner of markets and media! Come grow with one of the Best Banks in the Nation (American Banker Magazine) and one of the Best Places to Work in Indiana (Indiana Chamber of Commerce)! APPLY TODAY!

Supervisory Responsibilities:

None Summary: The Marketing Content Specialist builds awareness, visibility and relevance for our organization by developing and implementing targeted content for all current and emerging digital and social media channels, as well as customer-facing marketing and communication materials. This position places a strong emphasis on digital & social media strategies, with primary responsibility for generating high quality content and social media campaigns that drive engagement and result in conversion. This role exists within the Marketing Department and plays a critical, collaborative role on the team, ensuring the alignment of department and bank goals in accordance with the Centier Bank brand.

Essential Duties and Responsibilities:

Coordinate the day-to-day execution of Centier Bank's social media strategy, including content development, publishing, engagement and client/community care
Develop and execute clearly-defined social media programs that support marketing, sales and community relations initiatives and that result in proven ROI for each investment
Maintain standards for content and safeguard the Centier Bank brand across all channels
Promote and support the bank's mission, strategies and goals through both organic and paid social media
Participate in ongoing strategy development for the bank's current social media channels and actively test, evaluate, and provide recommendations for use of emerging social platforms
Collaborate with team members and internal stakeholders to develop key audience growth strategies
Monitor all social media channels and respond to events as they occur (industry, community, etc.); engage with social community and respond to comments/mentions/tags as appropriate
Develop and apply integrated PR and social media strategies to ensure a collaborative approach to building the bank brand and increasing engagement from local media and community partners; includes maintaining the Centier blog as a repository/tool for PR information
Collaborate with key partners and internal stakeholders to assess areas of opportunity; develop and execute corresponding social media strategies
Work closely with internal teams to understand key product, sales and communication initiatives in order to provide effective digital and social media support
Align digital, social and print content to ensure consistency and appropriate brand voice, working closely with Marketing team members/project managers
Prepare monthly and on-demand report summaries for social media initiatives; work closely with the Digital & Social Media Specialist to analyze results, provide insights, and track against KPIs
Manage all work flow to ensure content is developed in a timely manner; includes maintaining a content calendar to ensure uninterrupted content messaging

Other Duties and Responsibilities:

Research topics and industry trends; find and recommend interesting promotional angles; create attention-getting headlines, content, contests, and promotions; and expertly craft content for all media; work with Marketing team to craft solid strategies and content for each new piece/promotion
Proactively search for conversations about Centier Bank online and engage with users and trending hashtags, where relevant; capitalize on in-the-moment opportunities
Work closely with internal and external designers to bring content to life
Regularly review web content and provide fresh content to keep site current
Provide and upload content for all digital advertising systems, including branch LED network, ATM network, external message boards and other as assigned
Serve as a copywriter for the Marketing team; including ad writing, press releases, bio cards, talking points, sales material, newsletters, etc.
Provide technical editing (proofreading/corrections) to the Marketing team for spelling, grammar, usage, consistency, brand voice, and clarity
Build reciprocal relationships online with local media, bloggers, chambers, and other key influencers
Monitor, report, and respond to customer service issues within established procedures
Participate in annual review/update of the bank's Social Media Policy and monitor/report on any violations
Manage projects within assigned budgets; thoughtfully request budget variances where appropriate based on opportunity
Participate in and contribute to creative brainstorm meetings with the Marketing team, as well as joint projects and event assignments

Knowledge, Skills, and Abilities:

Exceptional and creative communication skills, both written and verbal
Ability to translate technical concepts for a general audience
Ability to adapt written voice to fit channel and brand
Strategic thinker with a strong understanding of analytics and social reporting
Highly energetic and flexible in adhering to shifting deadlines
Vision and ability to translate messaging to multiple media, both digital and print
Deep understanding of customer segments and the customer journey
Tech-savvy, with a strong command of digital as well as traditional graphic design elements to enrich content messaging

Strong attention-to-detail and project management skills, with keen understanding of production timelines to meet deadlines
Friendly and positive demeanor; team player who enjoys interacting with people and has a demonstrated ability to work with internal and external clients building strong relationships
Proven ability to drive and successfully execute on strategic content objectives

Minimum Qualifications:

Bachelor's Degree Required (Journalism, New Media, PR/Communications, Marketing or related field)
2-4 years dedicated social media experience
Proven success in content strategy and creation; samples of work must be provided at time of application
Experience in current and emerging social media platforms (current: LinkedIn, Twitter, Facebook, YouTube)
Experience in paid social campaigns and keyword strategies (SEO/SEM)
Familiarity with content style guides (MLA, APA, Chicago Manual of Style)
Familiarity with photo editing software, particularly Adobe Photoshop

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