



SUMMITBANK

TITLE: Marketing Intern
REPORTS TO: SVP Commercial Banking Team Leader
FLSA: Non-Exempt
CATEGORY: Part Time (10- 20 hours per week)
Pay: \$18 per hour
Time Period: January through June 2021

SUMMARY

The Marketing Intern provides the Commercial Banking Team Leader with marketing administrative support. Assists in managing the Bank's CRM software and coordinates special projects as assigned. Supports Summit Bank website and social media, specifically for Portland Office. Updates flyers, invitations and additional marketing material. Ensures that the market office is continually and adequately supplied with marketing forms, reports and giveaway items. Marketing intern will review data to determine high impact prospective clients to call. Intern will help facilitate Zoom meetings and events.

ESSENTIAL DUTIES

1. Works with Commercial Banking Team Leader and Director of Marketing and Business Development to coordinate creative for advertising, product and business development in Portland.
2. Supports and promotes Summit Bank's brand and marketing strategies.
3. Responsible for giveaway merchandising and promotional efforts.
4. Updates media contact lists for press releases and other publicity outlets.
5. Assists with coordination and representation of programs and events in market area including COI Mixers, Lunch & Learns, Community Banking Week, etc.
6. Works with SVP Marketing & Agency to track and analyze digital media and promotion success to determine whether media buying strategies are effective.
7. Assists SVP Marketing in designing product flyers.
8. Assist with evaluation of bank RFP and makes recommendations on updates, enhancements, etc.
9. Puts together flyers, event invitations and other collateral, as assigned.
10. Updates Bank's CRM software and assists in calling efforts. Ensure CRM is consistently updated. Manage data field and prospect profiles. Works with Portland team to maintain prospect lists.
11. Develops and prepares complete and relevant quarterly business development reports for the SVP Marketing & Business Development.
12. Data management
13. Business listing pulls from various sources (For example a review of UCC public filings).

SECONDARY DUTIES

1. Responds to inquiries from non-profits for donations.
2. Sends logos and other materials to non-profits as needed from the bank for their events. Ensures all related paper file systems are maintained so that necessary documents can be found easily, and documentation is consistent and complete.

- 3. Participates in various internal committees assigned by senior management.**
- 4. Completes assigned Compliance Training.**

GENERAL

- 1. Provides excellent personal customer service to all internal and external clients by treating people with respect; keeping commitments; inspiring the trust of others; working ethically and with integrity; upholding organizational values; and, accepting responsibility for own actions.**
- 2. Follows policies and procedures; completes administrative tasks correctly and on time.**
- 3. Applies good judgment in decision-making and sees beyond immediate assignments and acts on opportunities and problem areas.**
- 4. Performs position safely and reports potentially unsafe conditions.**
- 5. Works according to established schedules, arriving on time and with a positive attitude.**
- 6. Any other duties as defined by management.**

QUALIFICATIONS AND DEMONSTRATED ABILITIES

These specifications are general guidelines based on the minimum experience normally considered essential to the satisfactory performance of this position. The requirements listed below are representative of the knowledge, skill and/or ability required to perform the position in a satisfactory manner. Individual abilities may result in some deviation from these guidelines.

- 1. Bachelor degree or currently working towards a Bachelor's degree in marketing, business administration or related field; or equivalent combination of education and experience. Educational experience, through in-house training sessions, formal school or related curriculum, should be applicable.**
- 2. Strong writing, creative problem solving and analytical skills.**
- 3. Familiarity with major social media platforms**
- 4. Exceptional verbal, written and interpersonal communication skills. The ability to carry out instructions, write reports, correspondence and procedures, speak clearly to clients, employees, directors, and shareholders.**
- 5. Proficient computer operation and keyboarding skills (e.g., email, word processing, spreadsheet, and specialty software program) to meet the production needs of the position. In-Design or PhotoShop a plus.**
- 6. Excellent organizational and time management skills.**
- 7. Ability to read, analyze and interpret business periodicals, professional journals and technical procedures.**
- 8. Ability to work with no supervision while performing duties and to handle confidential information with discretion.**
- 9. Ability to work independently and as a part of a team.**

PHYSICAL REQUIREMENTS

- 1. Repetitive use of hands such as grasping, twisting/turning of wrists, and finger dexterity necessary to perform various clerical duties such as typing, writing, and maintaining files.**
- 2. Occasional use of arms such as pushing/pulling to open and close drawers and cabinets.**
- 3. Frequent walking to assist customers and staff members at various locations within the Bank.**

- 4. Ability to sit and/or stand for extended periods of time at assigned station.**
- 5. Ability to bend and/or reach, and to lift and carry up to 30 pounds.**
- 6. Continuous clarity of vision at 20 inches or less for normal processing of work.**

ACKNOWLEDGEMENT

I have reviewed the above job description and acknowledge that I am able to perform the duties and responsibilities described herein. Summit Bank reserves the right to update job descriptions periodically. I acknowledge that this job description does not in any way create a contractual relationship, and does not alter Summit Bank's at-will employment relationship with me.

Employee Signature

Date