



1st Capital Bank

POSITION DESCRIPTION

Title: Marketing and Communications Coordinator

Reports to: Chief Operating Officer

FLSA Status: Non-Exempt

Here at 1st Capital Bank, we are seeking an experienced Marketing and Communications Coordinator to join our outstanding team at our corporate office in Salinas, CA. The Coordinator will support the overall strategy and execution of Marketing and Communications initiatives to grow and expand 1st Capital Bank's presence across the operating markets further. If you enjoy researching to identify trends and opportunities, creating engaging content and communication, and collaborating with cross-functional teams to ensure brand consistency, we want to hear from you.

1st Capital Bank offers a welcoming, friendly work environment and caring attitude toward its employees. The Bank places great value on its employees, realizing its success as a community bank is largely due to an extraordinary staff.

Our mission is to provide sustainable value to our Customers, Communities, Team Members, and Shareholders. We aim to achieve this using our five values: Integrity 1st, Responsive Relationships, Passionate Service, Creative Nimble Solutions, and Prosperity Together. Integrating this into our work helps us achieve our vision of Cultivating Thriving Communities.

We offer competitive compensation and a strong benefits program which includes:

- Medical/Dental/Vision/Additional Life Insurance
- Life Insurance and Long-Term Disability Insurance – employer paid
- Vacation
- Sick Leave
- Observed Holidays
- 401(k) plan with an employer matching contribution
- Health Savings Account or Flexible Spending Account
- Employee Assistance Program
- Up to 40 hours a year of paid volunteer time to devote at local nonprofit agencies

Sample of duties include, but are not limited to:

- This individual will work closely with the COO and cross-functional teams to create compelling content, manage communication channels, and drive engagement with our target audience.
- Drives the design and implementation of Bank's comprehensive marketing strategies to drive brand awareness.
- Leads overall Marketing Governance processes including the establishment of a Marketing Committee. Is responsible for Marketing and Communication policy updates.
- Leads Marketing and Communications Committee for the purposes of defining Marketing Strategy, Planning, and Execution of all campaigns. Develops and executes marketing campaigns based on

different channels including direct mail programs, online and traditional advertisements, social media, website content, newsletters, email, product promotions, branch grand openings.

- Prepares and manages the Bank's annual marketing budget including the Corporate and Charitable giving program. Works with all stakeholders to identify needs and provides regular reporting to Senior Leadership team and annual reporting to Board of Directors.
- Prepares project reports, timelines, result forecasts, budget impact and return on investment (ROI) analysis. Measures, analyzes, and works to provide a comprehensive written report on marketing campaign results to management. Provides the bank with market research intelligence as appropriate.
- Is the Third-Party Relationship Manager to agencies, printers, mailing houses and other contractors and the Bank. Ensure third party-led projects are delivered on time and on budget. Periodically evaluate existing supplier relationships and ensure the Bank is paying a fair market price.
- Participates in the following Bank committees, Governance, Risk and Compliance (GRC), Enterprise Change Working Group (ECWG) representing Marketing and Communications to ensure changes to products and services are effectively communicated through various channels and aligned to marketing policy and Bank's overall business and marketing plans.
- Writes, edits, and proofreads projects, including campaign messaging, website content, social media, direct mail, sales collateral, and all other client facing materials.
- Prepares and distributes the Bank's press releases. Ensure all messaging and content fit within brand guidelines.
- Is also responsible for coordinating the publication, printing and distribution of annual reporting and proxy statements with the Chief Financial Officer.
- Responsible for monitoring social media platforms (LinkedIn, Facebook, and Instagram) for any inputs related to 1st Capital Bank to ensure information related to the Bank may be researched and resolved accordingly. Social media posts that may appear to be a customer complaint should be processed based on established protocols to remediate and address feedback. Social media posts highlighting positive engagements with 1st Capital Bank should be responded to.

Education/Experience:

- Bachelor's degree Marketing, Communications, Business Administration, or related area of study preferred - professional experience in banking or related industry may be used in combination with or in lieu of education requirement.
- Three to five years of professional marketing experience – preferably in the banking or financial services industry.
- Superior computer skills, including marketing applications, strong research, writing and presentation skills.
- Ability to multitask and prioritize workload to meet established deadlines.
- Strong interpersonal skills and ability to interact with all levels of staff.

About 1st Capital Bank:

1st Capital Bank is a locally owned and managed community bank headquartered in Monterey County. We provide professional banking, including credit and cash management services to businesses, professionals, and residents throughout California's Central Coast. 1st Capital Bank is a 5 Star "Superior" rated bank by Bauer Financial.

1st Capital Bank is an Equal Opportunity Employer and qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, genetic information, protected veteran status, or disability.

Compensation:

Competitive compensation, dependent on experience, in the range of \$71,000 - \$81,000 per year.

Location:

On-Site in Salinas, California.