



## **First Federal Savings Bank Marketing Director**

This position will be responsible for the overall management of marketing, advertising, promotions, database marketing, market research, and new product development for First Federal Savings Bank. The Marketing Director will “own” the overall marketing function for FFSB ([www.ffsbky.com](http://www.ffsbky.com)). This role will create and execute all marketing and promotional activities for FFSB; monitor industry/competitive trends; track and analyze customer data; assist with the design and expansion of product lines; and will advise and assist Departmental Managers with marketing programs. This position will report directly to the Executive Vice President/Chief Retail Banking Officer of First Federal Savings Bank, Anne Moran. The duties and responsibilities of the Marketing Director will include, but are not limited to the following:

- Contribute to strategic business plan objectives to drive revenue, increase market share and achieve optimal brand awareness
- Develop short-term and long-term strategic marketing plans and implement marketing programs for new and existing products and services that capitalize on business opportunities to target new and existing customer segments
- Manage and develop departmental budgets for reaching marketing goals and objectives, ensuring those are within policies and procedures
- Maintain professional contacts and knowledge base of marketing skills within and outside of the financial institution; keep up with issues, trends
- Coordinate all MCIF activities (planning, programming issues, product profitability, reports, etc.)
- Review and analyze activity with product lines and communicate to Executive Management
- Review products and services of competition to for positive response
- Review advertising copy and descriptive materials for sales staff

- Manage the creation, development and introduction of new products and services to enhance the current and future product mix
- Advise and assist departmental managers, officers and staff

Qualified candidates will possess the following skills, experience and education:

- Bachelor's Degree in Advertising, Marketing, Communications or similar
- Advanced degree desirable
- 5 - 7 years relevant work experience in marketing, advertising or public relations role with increasing levels of responsibility
- Experience in the banking or financial services industries preferred
- Broad general business knowledge to understand complex business needs
- Understanding of the principles and methods of advertising, promotions, database marketing, market research, and new product development
- Ability to create, present, execute and track marketing plans
- Knowledge of the full range of marketing and communication channels
- Experience coaching a team and individuals
- Ability to work with diverse audiences of varying levels of seniority
- Exceptional project management and organizational skills
- Exceptional communication skills - written, oral and interpersonal
- Excellent presentation skills

**For consideration for this role, e-mail:  
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