



**VALUES - Excellence, Respect, Integrity, Innovation, Community, Commitment**

## Marketing Manager

### Job Summary

The Marketing Manager is expected to roll-up the sleeves, solve hard problems and guide our team in delivering a consistently innovative, high-quality experience to our customers. Must be self-motivated, creative and capable of prioritizing tasks in a fast-paced multi-office environment. Job duties include developing and implementing strategies for social, digital and media marketing along with other special events and public relations. As the coordinating leader for all marketing projects; ongoing collaboration with internal leadership and external partners is required to execute marketing initiatives that drive market share growth and service while promoting Old Missouri Bank (OMB) as the Brand of Choice. As a Brand Champion, this job measures promotion effectiveness, audience targeting and data analytics for all OMB marketing strategies. Must excel and enjoy "thinking bigger" to deliver powerful marketing solutions with an excellent ROI. Seeking candidates who want to own and grow a local brand.

### Primary Location/Schedule:

- 3524 S Culpepper, Springfield MO 65807
- 8:00 am - 5:00 pm Monday – Friday; additional / alternate hours as needed
- Full-time – 40 hours per week average

### Position Requirements:

- Bachelor's degree (BA) or equivalent from a four year college or university in Marketing or related field, MBA preferred.
- A minimum of five years marketing experience, with a minimum of three years prior leadership experience in a similar role
- Progressive experience in marketing measurement, attribution and analytics, with exposure to both traditional and direct-to-consumer brands.
- Experience implementing marketing strategies including campaigns, social media, events, digital marketing and PR campaigns tied to achieve overall goals of the strategy, and annual budget management.
- Understanding of banking industry and business environment both internally and externally recommended.

### Required Skills:

- Excellent leadership and motivational skills
- Disciplined in protecting and managing highly confidential information/material
- Comprehensive understanding of marketing analytics platforms and data with eye for creativity
- Effective problem-solving skills and an unstoppable attitude; making the impossible possible with resourcefulness and grit
- Excellent analytical skills, including utilization of metrics and processing figures with spreadsheets
- Strong social media and content marketing acumen
- Demonstrated knowledge of graphic design tools and art direction; including Microsoft Office Suite and Adobe Creative Suite
- Excellent project management skills with ability to coordinate task and needs to multiple bank units for a common goal
- Proficient at relationship management of agencies, consultants, vendors and community partners Ability to remain professional, composed and assertive, including high pressure situations; display a sense of urgency as needed to ensure requests are completed timely and within service level agreement

- Ability to apply strategic planning and problems solving techniques to complex issues of multiple facets and variables in non-standardized situations
- Demonstrated self-motivation; productive, efficient, organized, accurate work output while working independently and within a team environment
- Excellent verbal, written and interpersonal communication skills with the ability to follow instructions, instruct others, supervise and train personnel, write reports/correspondence, and speak clearly and concisely to customers and employees
- Strong multitasking and decision-making skills to meet deadlines in a fast paced environment
- Willingness to proactively cross-sell bank products & services

#### To Apply:

- Print an Old Missouri Bank application at <https://www.oldmissouribank.com/about-us/careers.html>
- Submit a completed application by one of these methods; may include a resume.
  - Email: [careers@oldmobank.com](mailto:careers@oldmobank.com)
  - Fax: 1-844-834-3256
  - Hand delivery at an Old Missouri Bank location
  - Mail: Attn Human Resources, Old Missouri Bank, PO Box 14050, Springfield, MO 65814-0050
- Contact Human Resources at [careers@oldmobank.com](mailto:careers@oldmobank.com) or 417-869-9000 for more information

#### **Futures made brighter. Banking made better.**

Old Missouri Bank was founded in 1999 with a commitment to excellence in service. We offer our customers the latest in banking products and services combined with old-fashioned customer service. We are committed to giving our employees the kindness, courtesy, and professionalism they deserve. This philosophy has resulted in our growth from one bank in Springfield to six branches in Springfield and the surrounding communities.

#### **Employee Benefits:**

- **Excellent work environment** where you are appreciated and recognized for your individual efforts and contributions
- **Stability** with a locally owned community bank that is growing and expanding in the region
- **Paid Leave:** Vacation, Military, Bereavement, and Jury Duty
- **Cost friendly insurance:** dental, vision, critical illness, accident, supplemental life w/ AD&D
- **100% match of retirement savings** (up to plan limit)
- **Discounted financial service fees** on select OMB products and services
- **Plus more**

#### **Disclaimer:**

The above description relates the general nature and level of work performed by people assigned to this classification. It is not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform tasks outside of their regular responsibilities from time to time, as needed.

EQUAL OPPORTUNITY EMPLOYER

E-VERIFY EMPLOYER