



Marketing Officer

Geneseo, IL

Full Time - Exempt Salaried

In Office Position / Not Remote or Hybrid

FUNCTION OF JOB

Responsible for the development and implementation of all marketing programs to assist the company in achieving overall goals and strategic objectives. Coordinates and manages all marketing activities, including specific functions of marketing planning, product development, marketing research, advertising, public relations and contributions/donations. Function is responsible for supervising the Marketing Assistant with oversight and coordination of branch Marketing Coordinators for all Bank Holding Company branch locations.

MAJOR DUTIES & RESPONSIBILITIES:

- Responsible for the development, communication, and implementation of the bank's Annual Marketing Plan. Ensures that marketing goals and objectives are consistent with the bank's overall strategic plan.
- Assist bank management in identifying and developing strategies to build new business through the promotion of bank products and services.
- Conducts required internal and external research to prepare the bank's Annual Marketing Plan. Leads and facilitates an annual strategy session with Marketing Assistant and branch Market Coordinators.
- Reviews and prepares annual budgets for advertising, public relations and contributions/donations. Oversee administration of said budgets through branch Market Coordinators. Prepare monthly expense reports for management.
- Directs and prepares the development of special programs pertinent to specific bank products and/or target markets. This includes the development of advertising methods, which includes electronic media, social media and digital marketing, video, billboard, television, radio, print, direct mail, brochures, and related sales tools.
- Responsible for the bank website development and content.
- Provides oversight and approval of the bank's digital marketing initiatives across all bank social media channels. Uses social media monitoring tools to adjust advertising that aligns with market/audience expectations.
- Administers the marketing and contribution policies of the bank to assure said policies are adhered to.
- Assures that all advertising meets regulatory guidelines and compliance standards, and all marketing-related files are properly documented for review by auditors and/or examiners.
- Directly supervises the Marketing Assistant and provides oversight and coordination with branch Marketing Coordinators.
- Responsible for writing and/or reviewing written material from department heads to include public relations materials such as direct mail pieces, social media, press releases, and shareholder correspondence.
- Oversee the design and development of internal and external material with final

sign off for compliance and regulatory purposes, and consistency in brand management and appearance enforcement.

- Primary contact for contributions, sponsorships and promotional items.
- Plan and coordinate customer appreciation events and other similar functions.
- Participate in community and professional activities consistent with the best interests of the bank.

EXPERIENCE & KNOWLEDGE:

The ideal candidate will have a bachelor degree in marketing or business related field and/or more than five years of previous marketing related experience.

BENEFITS*

- Health, Dental & Vision Insurance
- Health Reimbursement Arrangement (HRA)
- Life Insurance & AD&D Insurance
- Long Term Disability Insurance
- Vacation & Paid Time Off (PTO)
- Sick Time
- 401k Profit-Sharing & Match
- Flexible Spending Account
- Tuition Reimbursement Program
- Incentive Plan
- Holiday Pay
- Logo-wear Stipend

COMPENSATION

The salary range for this position is \$79,500 to \$85,000. Please note that the pay range provided is a good faith estimate for the position at the time of posting. Actual compensation will be dependent upon factors, including but not limited to the individual's qualifications, experience, knowledge, skills, and abilities.

Interested applicants should send resume and cover letter to:

Central Bank Illinois
April Davis, Vice President-Human Resource/Marketing Officer
PO Box 89
101 North State St
Geneseo, IL 61254

E-mail recruiter@central-bank.com.

Posted 7/09/25

Equal Opportunity Employer

**Some benefits have an eligibility-waiting period*