

Marketing Coordinator - Pewaukee

Job Description

Westbury Bank has an opening for a Marketing Coordinator. The Marketing Coordinator will be responsible for partnering with our business lines to plan, develop and implement our marketing strategies and brand. This position requires a Bachelor's Degree in Marketing or Communications/Public Relations or related field. Prior banking experience is a plus. Must have strong communications and organizational skills with the ability to work independently and meet deadlines. Must have working knowledge of social media platforms, including Facebook, LinkedIn, and Instagram. Individual must have a working knowledge of Executrak, Call Trax, Maptitude, Photo Shop, Adobe, Corel Draw, and Google Analytics.

Job Responsibilities

- Full time management of website strategy with support from core business Managers.
- Monitor westbury bank brand online and search engine optimization.
- Prepare copywriting, editing and proofreading all marketing and communication materials (including letters, all media, internal marketing pieces, etc.) as directed.
- PR activities for bank and/or branches including web driven communications.
- Explore and use social media to communicate brand, provide customer service and attract new customers to products and services.
- Investigate new and upcoming marketing online delivery channels.
- Other duties as assigned.

Employee Benefits

In appreciation of your hard work, Westbury Bank offers a variety of benefits and other perks including:

- 401(k) with competitive company match
- Employee Stock Ownership Plan
- Medical, Dental & Vision Insurance
- Life Insurance
- Short & Long Term Disability Insurance
- Paid Time Off
- Employee Discounted Loan Rates

Job Location

Pewaukee. Must be willing to travel as needs and assignments demand.

Position Type

Full Time

To be considered for this exciting opportunity, click [Here](#) to complete an online application.

Email resumes to Human Resources: careers@westburybankwi.com

Westbury Bank is An Equal Opportunity Employer/Minority/Female/Disabled/Veteran