

# STATE BANK

& Trust Company

EEO is the Law

## Marketing and Sales Administrative Assistant Patriot Capital

Atlanta, GA

### Summary

Administrative Assistant - Marketing & Sales (Patriot) - this position will provide administrative support to Credit, Sales and Marketing. This is a non-supervisory position. Will work independently with minimal supervision

### Functions

#### **MARKETING ASSISTANT**

- Creating/Editing of marketing materials (Flyers, Presentations, etc.)
- Managing Multimedia for Patriot Capital (Twitter, Facebook, LinkedIn, etc.)
- Regular Website Updates (Uploading of marketing materials)
- Field/Data Management (Updating Records using Marketing List/Data)
- Responsible for effectively developing and executing customer attraction, conversion and retention communications. These activities will include leveraging on-line assets (website, social media), internal assets (customer data base, Salesforce.com and Pardot) and other assets to effectively communicate with current and potential customers.
- Responsible for the assembly and reporting of various analytics including using Google Analytics, Salesforce.com reporting and other website and CRM tools. Able to conduct basis analysis, draw conclusions and present recommendations.
- Maintaining Master Literature File
- Salesforce Reporting

#### **SALES ASSISTANT**

- Helping Sales Team when they are offsite traveling
- Loading applications into Salesforce
- Entering Leads into Salesforce; Setting Activities as needed in Salesforce
- Assisting with Follow-Ups; Assisting with Doc Requests, TValues, Equip Quotes, etc.

#### **CREDIT BACKUP**

- Pulling Credit Reports (CBR, SOS, D&B, Google Views, etc.)
- Obtaining Supporting Documentation (Tax Returns, Financials, Legal Lands, etc.)
- Updating Records in Salesforce CRM (Naming Conventions, Field/Data Management)
- Following Naming Conventions and Spring CM Organization

### Education/Experience

- Associate's degree (A. A.) or equivalent from two-year college or technical school.
- Strong technical skills.
- Ability to learn new software; strong communication skills.
- Detail oriented.
- Ability to make decisions and act independently.
- Creative-graphic design experience a plus.
- 2-3 years administrative experience, with sales and or marketing experience
- Ability to utilize photo editing software (i.e. Photoshop)

- Highly organized, able to manager multiple project independently and concurrently. .
- Familiarity with social media tools such as Hootsuite. LinkedIn and Twitter. Web tools such as WordPress, Google Analytics, etc. highly proficient in Microsoft Office, able to write in an effective executive level manner.

**TO APPLY VISIT OUR WEBSITE [WWW.STATEBT.COM](http://WWW.STATEBT.COM)**

**Employment at Will**

Employment with State Bank & Trust is "at-will." This means that you or the Bank may terminate your employment at any time with or without notice or cause.

**Employment Eligibility Verification**

Employees are required to present proof of identity and eligibility to work in the U.S. State Bank participates in E Verify.