

## VP, Director of Marketing Atlanta, GA

The VP, Director of Marketing will facilitate the development and execution of a comprehensive marketing strategy for the BankSouth and BankSouth Mortgage enterprise. This role will oversee: consistent branding, buzz, content creation, product design and marketing analytics and operations. The ideal candidate will partner closely with sales/production, executive, operations and other group/division leaders to drive customer acquisition, retention and cross-sell all with the goal of enhancing the well-being of customers, employees, the communities and shareholders we serve.

### Essential Functions (Key Deliverables):

- In concert with Bank and Mortgage leadership, develop an organization-wide marketing strategy and plan that supports brands and business goals
- In concert with Bank and Mortgage leadership, create and manage marketing budgets with a focus on ROI
- Effectively identify, procure and manage external partners that will capably assist in the execution of our programs and strategies while continually evaluating what to produce in-house v. outsource
- Apply strategic sales planning knowledge of sales principles, processes, techniques and tools to develop sales plans that are future-oriented, support business strategy and reflect an understanding of emerging, as well as existing opportunities and markets
- Utilize data analytics to drive marketing and sales initiatives
- Develop an overall publicity strategy and oversee implementation
- Assist with customer experience measurement and management to ensure customers have a positive, consistent experience regardless of delivery channel (TPO division, bank branch, mortgage branch, customer care, in-person, online, social media, etc.)
- Build collaborative relationships with internal key stakeholders
- Develop a digital marketing and social media strategy for all channels
- Through a combination of in-house and third-party vendors, ensure the marketing department is fully supporting the Bank and Mortgage Company through:
  - Creative services – brand messaging, brand “look & feel”, video, flyers, billboards
  - Content Creation – prepare channel specific marketing (social media, blog, whitepapers) campaigns
    - Produce proactive, clear and authoritative press releases, white papers and identify opportunities to further the company’s external communication impact
    - Ensure that internal communications are high impact in terms of keeping staff regularly informed, engaged and reinforcing corporate goals and strategies internally
  - Product Design – new product development (working with subject matter experts), new product rollouts
  - Marketing Analytics & Operations – CRM administration, websites, analytics, surveys

- Build, mentor and empower the marketing team ensuring processes are documented and staff is cross-trained, including depth in marketing compliance
- Develop tools and systems to prioritize and track day-to-day requests efficiently
- Partner with tech teams and vendors to build the necessary technology infrastructure to support strategic goals
- Stays abreast of current marketing trends, techniques and technology
- Performs other duties, as assigned

Required Experience, Skills & Education:

- Strong leadership and influencing skills with well-developed knowledge of working across multiple groups, division and sales and service channels
- High-energy leader who thrives in an environment with multiple deadlines and with various and vastly differing projects
- Technologically savvy and a creative thinker
- Experience building marketing automation to manage and scale customer reach
- Ability to work at the conceptual level as well as in the implementation phase (*looking for a hands-on leader that doesn't mind rolling up their sleeves!*)
- Five (5) years of marketing experience preferable with bank and mortgage organizations
- Undergraduate degree in Marketing or related field, master's degree preferred
- Travel to and from the Bank's corporate office in Greensboro, Georgia is required

Qualified individuals should apply online at [www.banksouthmortgage.com/careers](http://www.banksouthmortgage.com/careers).

BankSouth Mortgage is an Equal Employment Opportunity (EEO) Employer committed to diversity in the workplace. It does not discriminate against any qualified employee or applicant on the basis of age, race, color, sex, religion, national origin, disability, protected veteran status, genetic data, gender identity, sexual orientation or other legally protected status.