



Marketing Specialist

BankSouth is seeking a Marketing Specialist to join one of the top performing community banks in the nation for the past five years. Selected candidate could work in Athens/Watkinsville or Greensboro, GA. The candidate should have 1 – 2 years of marketing experience. Duties and responsibilities include, but are not limited to:

- Design high-quality and engaging print and digital materials including but not limited to: brochures, sales aids, flyers, billboards, event-related collateral, social media posts, campaigns and internal communication
- Collaborate with Chief Banking Officer, Market Presidents, business development and product development teams on complex or special projects bringing ideas to life
- Coordinate with third party providers
- Facilitate marketing budget tracking
- Assist with administering the CRM system, including data analytics
- Assist with social media monitoring and content
- Assist with website updates, maintenance and optimization
- Maintenance of marketing library
- Assist with onboarding new team members regarding marketing support tools
- Additional tasks, as assigned

We require a minimum of a two-year college degree or completion of a specialized course of study at a business or trade school; strong skills in Adobe Creative Suite, HTML and proficiency in Microsoft Office products, including MS Word, PowerPoint and Excel; strong design aesthetic in layout, composition, typography and color usage. Three to five representative samples of design work-product requested. Must have the ability to understand and apply branding guidelines and prior experience with the financial industry and with marketing compliance, is a plus. Should have ability to work in a fast-paced team environment with precise attention to detail, strong project management, problem-solving and organizational skills with the ability to multi-task and meet tight deadlines. Strong written, verbal and interpersonal communication skills are required.

This position is full-time and benefit-eligible. BankSouth offers a complete menu of insurance benefits, many which are Bank-paid for the employee, along with a 401k and attractive match. Applicants should apply online by clicking [here](#).

BankSouth is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, age, sexual orientation, gender identity, disability, or veteran status.