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# MARKETING MANAGER

Full Time, Exempt

Reports to Chief Executive Officer

August 16, 2019

## Who We Are

At Seattle Bank, our mission is to be a unique financial resource to our community by providing our clients a personalized experience and peace of mind. We know that we create value for clients by aligning the right resources behind them and their dreams. We achieve that alignment through a shared sense of vision, urgency, and possibility.

We're unlike most banks, in that we are highly focused on providing tailored services to individuals and families, business owners, and businesses. That focus enables us to customize solutions to a unique personal or business situation. We leverage a great team and great technology to move quickly, and to make things easy for our clients.

## Position Summary

Seattle Bank is hiring a creative, productive and collaborative Marketing Manager to help us accelerate growth. Our current focus on boutique private and commercial banking has been well-received by the market. We have grown through word-of-mouth, leveraging distinct business channels and targeted sponsorships and events. We are now looking to make investments in digital and traditional advertising, in order to build broader brand awareness and drive increased client acquisition.

As our Marketing Manager, you will lead the implementation of our marketing plan. This will include coordinating and managing communications, events and sponsorships, as well as the development of marketing materials, including brochures, ads and direct emails. You will also serve as the primary point of contact for outsourced work, including design, digital or other specialists as needed. Additionally, you will develop and maintain the marketing budget, calendar and metrics.

In this role, you will work in close partnership with senior leadership, product, operations, and relationship teams. You will also be a point person with vendors and outside resources. You will own implementation details for immediate execution on content development, earned and paid media plans, direct marketing, client/stakeholder events, SEO, etc. You will operate at low and high altitudes.

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- [seattlebank.com](http://seattlebank.com)
  - 206.281.1500



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## We'd love to hear from you if:

- You have previous experience implementing multi-faceted marketing plans, especially in rapid-growth startup environments.
- You have strong oral and written communication skills; proficiency in PowerPoint, and a good eye for design.
- You are organized, attentive to deadlines and details.
- You want to be part of building something great; you appreciate the associated challenges and will keep cool under pressure.
- You care about the quality and details of the marketing products you create—and have a laser focus on brand consistency and clarity.
- You are creative and can help us effectively tell our story with our content and through memorable events for clients and other stakeholders.
- You love working with people and they love working with you.
- You have a track record of trying and learning new things.
- You have a point of view but are low ego.

## Interested?

Please send a cover letter and resume to [jobs@seattlebank.com](mailto:jobs@seattlebank.com).

Seattle Bank considers for employment and hire qualified candidates without regard to race, religious creed, religion, color, sex, sexual orientation, genetic information, gender, gender identity, gender expression, age, national origin, ancestry, citizenship, protected veteran or disability status or any factor prohibited by law, and as such affirms in policy and practice to support and promote the concept of equal employment opportunity and affirmative action, in accordance with all applicable federal, state, provincial and municipal laws. The company also prohibits discrimination on other bases such as medical condition, marital status or any other factor that is irrelevant to the performance of our teammates. Candidates must possess authorization to work in the United States, as it is not the practice of Seattle Bank to sponsor individuals for work visas. Employment at Seattle Bank is on an at-will basis.

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