
Digital Marketing Specialist

Full Time/Non-Exempt

Reports to SVP, Marketing Communications & Community Relations

January 11, 2021

Who We Are

Seattle Bank is a boutique bank with a big vision for how we serve our clients and our community. With an engaging, motivated, and forward-thinking team, we are building the modern banking business model in effort to deliver the highest value to our clients, community, and shareholders. Seattle Bank serves closely held businesses with annual revenues greater than \$50 million, nonprofit organizations, and high-net worth families with interwoven personal and business financial needs, providing tailored banking services supported by leading-edge financial technology. We understand the ease, satisfaction and peace of mind that define exceptional banking and our clients and their advisors value the same, viewing us not simply as partners but as extension of their teams. Together, we demonstrate how a financial institution with local ownership, local control and local decision-making ignites business and community collaboration.

Position Summary

Under direction of the Senior Vice President, Marketing Communications & Community Relations, the Digital Marketing Specialist will assist in the development, management and execution of digital marketing plans and tactics. The development of these plans requires thorough knowledge of the banking products and services, leading digital marketing practices, and understanding of Seattle Bank's goals and strategies. Establishment and adherence to the highest standards of brand standards, regulatory compliance, professionalism, and error-free work are essential in this role. This is an opportunity to build your skills and establish a first-rate marketing communications function at a growing, nimble, entrepreneurial organization.

Essential Duties

- Assist the SVP/Marketing Communications & Community Relations with the digital marketing strategy across all digital devices and mediums. This strategy includes but is not limited to websites, social media, blogs, email campaigns, newsletters, digital advertising, etc.
- In partnership with product and relationship managers, develops email marketing campaigns -- from concept creation to copywriting to design to proofreading to list generation and email

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Digital Marketing Specialist

distribution -- to support lead generation, product marketing and client retention. Maintains and monitors the bank's e-communication systems (Emma) and ensures the organization understands and uses its full functionality to our benefit.

- Responsible for the day-to-day execution, measurement, and content creation for social media and paid social campaigns to ensure a successful social media presence that support Seattle Bank's brand.
- Maintains Seattle Bank's website content and design, ensuring error-free and brand compliant content management and efficient and effective user experiences. Works collaboratively with IT and outside vendors to identify and troubleshoot website accessibility and performance issues. Develops and maintains standard operating procedures for content management processes and trains and schedules staff to serve as back-up during absences.
- Creates and maintains quarterly content and events calendar to schedule and track all external communications, social media activity, key events, holidays, etc. and proactively identifies scheduling conflicts, opportunities and openings and recommends actions.
- Writes short-form and long-form copy for digital channels and print materials and provides proofreading and fact-checking support for all external communications to ensure error-free content.
- Provides event-planning support for virtual and in-person events, managing logistics, invitations, video conferencing platforms, catering, décor, etc., as needed.
- Maintains and applies a clear understanding of search engine optimization and marketing, Google Analytics, tag managers, etc. Supports the establishment and reporting of annual key performance indicators.
- Develops and/or curates digital assets including graphics and imagery to support online and print communications. Ensures all visual assets reflect Seattle Bank brand and acquires necessary legal releases and permissions for usage.
- Handles the day-to-day requests for photos, logos, and electronic files.
- Develops and maintains style guides for grammar, style, graphics and ensures compliance across channels.
- Monitors, adheres to, and documents all compliance requirements related to digital platforms including, Privacy Notices, Non-Deposit Investment Products (NDIP), Fair Lending, Equal Housing Lender, Member FDIC, etc.

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

- Bachelor's degree or higher in Marketing, Communications, or related field
- Minimum 4 years' experience in digital marketing and web content management

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- Significant experience with email marketing and marketing automation systems
- Significant experience with content management systems.
- Excellent verbal and written communication skills, with experience writing for digital and print channels.
- Exceptional attention to detail with demonstrated high standards for proofreading and fact-checking.
- Excellent interpersonal communication and presentation skills
- High energy, enthusiasm, and initiative
- Intermediate or higher skills with Adobe Creative Suite and MS Office (PowerPoint, in particular) desired.
- Ability to excel in a fast-paced environment.
- Demonstrated ability to manage multiple assignments simultaneously, work independently, and drive projects to completion with minimum guidance.

Interested?

Please send a cover letter and resume to jobs@seattlebank.com. Please include at least three to five links or digital files that demonstrate your expertise in email marketing, website content management, writing for digital channels (blogging), etc.

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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