



**JOB DESCRIPTION**

**JOB TITLE: MARKETING and PUBLIC RELATIONS MANAGER**

**GENERAL SUMMARY**

Oversees the representation of a positive organizational image to the general public, clients, shareholders and the community. Promotes products and services offered by the bank. Coordinates marketing efforts to include but are not limited to advertising, marketing research, product development, internal communication, and public relations.

**ESSENTIAL JOB FUNCTIONS**

**Support for Retail Operations and Deposit Acquisition**

- A key partner of Retail Operations for providing marketing materials, assets, and support to drive a frictionless Customer Experience at *THE* Friendly Neighborhood Bank. A strong advocate for local community banking in each of our markets: Oxford, Tupelo, and Water Valley.
- Using performance metrics, competitor research, customer surveys, focus groups, and other appropriate methods, analyze information about the local financial landscape to address shifting customer needs and preferences. Make recommendations for potential new products and services based on gathered data.

**Advertising and Public Relations**

- Serves as a communications specialist for internal (employees) and external (customers, media, and community groups) stakeholders.
- Ensures consistency of FNB brand in all markets.
- Develops and recommends plans for marketing and public relations efforts and events for the bank and community involvement initiatives. Prepares and disseminates press releases and articles; coordinates media and special events.
- Builds comprehensive advertising strategy to include print, digital, radio, direct mail, sports marketing, and other media. Ensure that advertising efforts meet compliance standards and adhere to all applicable banking regulations.

**Community Initiatives and Engagement**

- Oversees community requests for sponsorships, financial contributions, and promotional item donations. Facilitates the application and approval process for each request.
- Coordinates and promotes FNB Financial Wellness and Literacy programs.
- Assists in the development of a yearly schedule of outreach activities to support the work of the FNB Community Fund

**Other Responsibilities**

- Collaborates and supports Operations, Credit, and Human Resources departments through marketing collateral and other requests as needed.
- Oversees marketing budget and expenditures and provides regular reports to management
- Maintains files of all bank advertisements for bank audits.
- Orders bank specialty items for use in promoting the bank.
- Manages the Employee FNB Brandwear Store.
- Coordinates bank-sponsored events and usage of bank facilities with external groups and organizations.
- Regular and reliable attendance.
- Other duties as assigned by supervisory personnel.

**1. KNOWLEDGE**

Bank products and services.  
Banking law, regulations, and compliance procedures.

**2. EXPERIENCE/EDUCATION**

Bachelor's degree in Marketing, Public Relations or business-related field and 3 to 5 years bank marketing experience OR High school diploma or equivalent with a minimum of 5 years of bank marketing experience or other related equivalent experience.  
Demonstrated experience in using graphic design software preferred.

**To apply for this position, download and save the Application Form located on our Careers page. Once completed, please send the Application by attaching it in an email to: [careers@fnboxford.com](mailto:careers@fnboxford.com).**

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