

FNB OXFORD

JOB DESCRIPTION

JOB TITLE: COMMUNICATIONS AND OUTREACH COORDINATOR
DEPARTMENT: MARKETING
REPORTS TO: VP, Human Resources and Marketing
SUPERVISES: N/A
FLSA STATUS: Non-Exempt

GENERAL SUMMARY

The Communications and Outreach Coordinator is responsible for supporting external and internal bank communication initiatives, while strengthening FNB's presence within the communities we serve. This role ensures consistent communication across departments to enhance marketing efforts related to the customer experience, employee engagement, and community relations. In addition, this role will manage special events, coordinate community outreach programs, and collaborate across teams to support special projects and organizational initiatives.

Applicants desired are creative, thoughtful, and technologically adept communicators with strong written/verbal skills and graphic design and social media experience. S/he embodies a keen sense of curiosity and passion for continuous improvement.

ESSENTIAL JOB FUNCTIONS

Communications and Marketing Support

- Partner with internal teams to ensure a consistent understanding of products, services, and customer experience
- Produce and manage printed collateral including signage, in-branch materials, and retail product displays
- Support messaging updates across digital platforms, including website banners and online/mobile banking
- Work collaboratively to execute promotional campaigns, distribute promotional products, and support marketing initiatives
- Assist with social media content creation, including filming and photography at events and community activities
- Develop and distribute internal communications such as newsletters, updates, and employee messaging
- Support internal initiatives including directories and employee engagement efforts.
- Manage company brand wear store, including ordering and distribution
- Coordinate distribution of employee materials such as new hire items and promotional apparel
- Lead planning and execution of special events including grand openings and promotional events

Community Outreach & Engagement

- Plan, coordinate, and execute community events such as financial wellness initiatives and customer appreciation events
- Develop and maintain strong relationships with community members, partners, and organizations
- Attend and actively participate in community events to represent the organization
- Manage volunteer support and employee participation at community events
- Track and facilitate outreach activities, ensuring alignment with CRA and CDFI eligibility requirements
- Coordinate community donation and sponsorship requests in Kadince portal

MINIMUM REQUIREMENTS

The following are required to enable job holders to perform the essential functions of the job.

1. SKILLS

Personal computer, common software applications, excellent interpersonal skills, good verbal and written communication skills. Adobe Creative Cloud and Canva experience is preferred.

2. KEY COMPETENCIES

- Communication and storytelling
- Team collaboration and adaptability
- Relationship building and community engagement
- Event planning and coordination
- Organizational and multitasking skills
- Knowledge of bank products, service, regulations and compliance procedures, preferred

3. EXPERIENCE/EDUCATION

- Bachelor's degree in Communications, Marketing, Business, or related field (or 3-5 years bank marketing experience)
- Excellent written and verbal communication abilities. Highly organized with strong project management skills. Strong interpersonal and relationship-building skills
- Ability to manage multiple priorities and work collaboratively across departments
- Experience in communications field, event coordination, and community outreach preferred. Graphic design experience is a plus.

4. SCHEDULING

Typical schedule is 8-5 M-F. Flexibility is needed also for incumbent to attend community events/functions outside of normal work hours including weekends as required.

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.

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