

## AVP Marketing Communications Manager

Rockland

### About Us:

MountainOne is a mutual holding company headquartered in North Adams, Massachusetts. Banking, Insurance, and Investment products are offered at full service offices in the Berkshires (Pittsfield, North Adams, Williamstown) and on Boston's South Shore (Quincy, Rockland, Scituate). MountainOne is dedicated to the local communities we serve, with a mission of delivering solutions of real value that help individuals, businesses, and community institutions manage their financial lives with clarity and confidence.

- **MountainOne Bank**, founded in 1848, provides a complete array of personal and business banking and electronic services.
- **MountainOne Insurance** provides personal and business insurance, bonding services and group benefits solutions.

**MountainOne Investments** provides individual investment services and group financial benefit plans (financial professionals offering securities and advisory services through Commonwealth Financial Network<sup>®</sup>, Member FINRA/SIPC, a Registered Investment Advisor)

### Position Description:

The AVP Marketing Communications Manager will manage content and creative development for MountainOne's marketing programs, working closely with marketing team members and external creative agency. Develop and manage content strategy for internal and external communications, such as website promotion messaging, social media platforms and employee communications. Develop and manage public relations program in partnership with internal stakeholders. Support all other projects as assigned

Below is a description of the ordinary duties of the position. This description is intended as a guideline and may not be all-inclusive. There may/will be additional duties and responsibilities both related and unrelated to the department, which will require attention and therefore will be required.

Employee access to a customer's nonpublic personal information shall be limited to the extent necessary in order to accomplish the duties outlined below or as may be assigned.

## **Key Accountabilities and Responsibilities:**

- Manage corporate website's content strategy and creative process;
- Responsible for branding and creative elements for marketing materials including advertisements, premiums, collateral, digital platforms, and events;
- Develop and manage social media content strategy across all MountainOne owned platforms that promotes the MountainOne brand and promotes customer and community engagement;
- Collaborate with internal stakeholders to develop and manage a strategic communications plan to keep all Mountaineers informed and empowered to provide input on MountainOne initiatives;
- Manage Public Relations program, collaborating with other internal stakeholders, to seek opportunities for media exposure through the promotion of press releases, photo opportunities, awards and accolades, and other corporate news as well as interview opportunities for internal experts/spokespeople;
- Responsible for content for Marketing's Business Resumption Program (BCP) working in conjunction with AVP, Marketing Programs Manager and Risk Management;
- Represent MountainOne externally by forging strong relationships with community partners, and assist with planning and management of community engagement programs in the South Shore market;
- Other duties as assigned.


## **Qualifications:**

- 6-8 years' experience as a highly rated marketing professional in the banking/finance field;
- Experience managing marketing campaigns from strategy development to ROI/measurement;
- Team player; able to work collaboratively within a small team to achieve shared goals;
- Experienced in working with cross-functional teams to ensure timely and effective execution on projects and initiatives;
- Experienced in Adobe Suite products (InDesign, Illustrator, Photoshop);
- Skilled in Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint)
- Demonstrated critical and creative thought process;
- Proven content development and creative writing skills;
- Very strong communications skills, both in person and written; able to work comfortably with Mountaineers of all levels
- Strong presentation capabilities, and comfortable with public speaking;
- Self-driven; productive with minimal supervision;
- Highly organized, high attention to detail and able to multi-task effectively in a fast-paced environment;
- Stays abreast market changes and developments, competitive analyses, and consumer trends that influence the content strategy roadmap;

- 20% availability to travel outside of 25-mile radius;
- Ability to physically perform required tasks above;
- Marketing or business related degree preferred.

## To Apply:

Please email your resume and letter of interest to: [careers@mountainone.com](mailto:careers@mountainone.com). MountainOne is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, age, disability, or veteran status. (Compliant with VEVRAA and Section 503 rules)

MountainOne Bank is Member FDIC. Member DIF.  Equal Housing Lender.

**Insurance and Investments are not insured by the FDIC and are not deposits or other obligations of, or guaranteed by, any depository institution. Funds are subject to investment risks, including possible loss of principal investment.**

The financial advisors of MountainOne Investments offer securities and advisory services through Commonwealth Financial Network®, member FINRA/SIPC, a Registered Investment Adviser. Fixed insurance products and services offered through CES Insurance Agency or MountainOne Investments. MountainOne Bank is not a registered broker-dealer or Registered Investment Adviser. MountainOne Bank and MountainOne Insurance are not affiliated with Commonwealth. MountainOne Investments' main office is located at 85 Main Street, Suite 100, North Adams, MA 01247. (413) 664-4025.