



Marketing Associate – Newport Beach, California – Full-Time, Temporary

Genesis Bank is seeking a highly motivated, creative, and versatile individual to join our Marketing team in the role of Marketing Associate (*please note: highly qualified candidates may be considered for the job title of Senior Marketing Associate or Marketing Manager*). This is a temporary position targeted to start in October/November 2024, with the potential to become a permanent position after a prescribed probationary period. The ideal candidate will have experience with various areas of marketing and communications within the banking or financial services industry, including email and digital marketing, event planning and production, and lead generation. The position is in-office and is located in Newport Beach, California and may require occasional travel throughout the Bank's Southern California target market areas of Orange County, Los Angeles County, Riverside County, and San Bernardino County.

Essential Duties and Responsibilities

- Creates and deploys digital media campaigns and content aligned with business goals across various platforms, including email, SEO, SEM, Bank websites and landing pages, and social media.
- Supports event marketing initiatives, including the development and implementation of comprehensive event plans and collaborating with vendors, cross-functional teams, and others to ensure seamless event execution.
- Partners with stakeholders across the Bank's divisions to produce marketing materials for digital and/or physical distribution, including print-on-demand brochures, presentations, reports and publications, digital templates, and SWAG.
- Maintains and optimizes target audience segment databases, working with large data sets and generating new lead sources.
- Builds productive working relationships with team members, vendors, sponsors, community partners, and other stakeholders to support business objectives.
- Ensures all marketing work adheres to Genesis Bank's brand standards and meets compliance requirements.
- Supports overall marketing strategy and goals by assisting with ad hoc projects and initiatives as needed.

Qualifications & Expectations

- College degree in marketing, communications, digital media, or related field; equivalent industry experience or combination of education and experience will also be considered.
- Previous experience in banking and financial service-related marketing strongly preferred.



- Excellent communication and copywriting skills a must, with a creative eye and the ability to build complete marketing and communication pieces such as emails, landing pages, and social media posts.
- Proven experience with digital marketing, including email, web, SEO/SEM, databases, social media (Instagram, Facebook, LinkedIn, X/Twitter), and analytics.
- Event planning, coordination, and execution skills and experience.
- Strong interpersonal skills and the ability to develop and nurture partnerships with internal and external stakeholders, including other Bank departments, agencies, and other vendor and community partners.
- Exceptional organizational and project management skills with the ability to prioritize and complete tasks on schedule with minimal supervision to maximize business impact.
- Creative problem-solving skills, including metrics-driven thinking.
- Strong attention to detail and ability to follow and maintain procedures and processes.
- Proficiency with Microsoft Office Suite, including Outlook, PowerPoint, and Excel. Must be comfortable working in a PC environment (not Mac).
- Familiarity with any of the following is a plus: Canva, WordPress, Salesforce Marketing Cloud, S&P Global Capital IQ.
- Must primarily work in-office at Genesis Bank's HQ office in Newport Beach, California, with the ability to travel as necessary.
- Must be authorized to work in the United States.

Pay

\$6,250.00 - \$8,333.33 monthly salary (paid in semi-monthly payments), depending on experience and qualifications.

Equal Employment Opportunity

Genesis Bank is an Equal Opportunity employer. We are committed to providing equal employment opportunities to all employees and applicants without regard to race, religious creed, color, sex (including pregnancy, breast feeding and related medical conditions), gender, gender identity, gender expression, sexual orientation, national origin, ancestry, citizenship status, military and veteran status, marital status, age, protected medical condition, genetic information, physical disability, mental disability, or any other protected status in accordance with all applicable federal, state and local laws.

All offers for employment with Genesis Bank are contingent upon the candidate having successfully completed a criminal background check. Genesis Bank will consider qualified



candidates consistent with the requirements of applicable local, state and Federal law, including Section 19 of the Federal Deposit Insurance Act.

Instructions for Applicants

Thank you for your interest in working with Genesis Bank! If you would like to apply for this position, please email info@mygenesisbank.com and follow the guidelines below:

- Attach your resume as a Word document or PDF.
- Include examples of your prior digital marketing and communications work (e.g., email campaigns, social posts or pages you manage, etc.) as attachments or links within your resume or the body of your email.
- Please use “Marketing Associate Candidate – [Your Name]” as the subject line, replacing “[Your Name]” with your full name.