MINNESOTA NATIONAL BANK

About Minnesota National Bank

Founded in 1902, we operate banking offices in Sauk Centre, Long Prairie and Pelican Rapids. We provide customized financial services that enable our customers to thrive and win with money.

Business Development/Marketing Support – Full Time position in Sauk Centre

Position Summary

Lead in the development and rollout of all marketing initiatives over various channels. Analyze market data, core analytics, and demographic details to best understand the makeup of our customer base. Initiate and manage all content channels.

Primary Responsibilities

- Develop, execute, and maintain marketing initiatives that relate to our current market focus.
- Attend weekly sales meetings for development of USP's.
- Maintain company website, social media, print ads and all digital signage up to date.
- Execute a monthly Marketing Calendar.
- Analyze database and market data.
- Develop testimonials and communicate with sales team on collection of data.
- Tracking and reconciling marketing expenses and advertising budget.
- Schedule and organize bank events.
- Serves as an engaged and active participant in the success of our team, customers and company.

Ideal Qualifications

- Marketing Degree and/or experience in Marketing field.
- Creative and tech-savvy with a desire to innovate.
- Proficient in Microsoft Word and Excel.
- Proficient in Access to maintain database.
- Proficient in report writing.
- Ability to collaborate with a team and execute responsibilities independently.
- Experience launching campaigns across multiple platforms and media.
- Demonstrate strong analytical and strategical skills.
- Proficient with Adobe Creative Cloud and Canva.

How to Apply

To apply please send your resume to HR@mn-bank.bank.

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