



### *Marketing Associate*

First Columbia Bank & Trust Co., a strong, independent community bank with over \$700 million in assets and 195 employees headquartered in Bloomsburg PA, seeks part-time Marketing Associate in our Bloomsburg, PA (Lightstreet) office. The Marketing Associate is responsible for assisting the Marketing Department with the communication and promotion of the Bank's products, services and corporate citizenship initiatives. This position reports to the Marketing Director. The selected candidate must have a minimum of high school diploma or equivalent. Two (2) years of college-level courses in marketing and/or AS or BS degree in Marketing or other relevant field is preferred. A minimum of one (1) year experience in marketing, banking or financial services is preferred.

Essential Duties: The selected candidate will perform a variety of duties to support the marketing function, including but not limited to:

- A. Assist in development of collateral and promotional material. Facilitate design and update process; oversee compliance and stakeholder review; and manage printing, inventory, and distribution.
- B. Manage purchasing, inventory, and distribution of promotional items and department supplies. Must be able to lift and move items weighing up to 50 lbs.
- C. Manage corporate donations, community sponsorships, and corresponding advertising/PR opportunities.
- D. Write press releases, employee correspondence, customer communications, and marketing content for online and print distribution.
- E. Assist in development and maintenance of department policies and procedures.
- F. Assist with implementation of marketing/PR initiatives to promote products and services, as well as community engagement and outreach initiatives.
- G. Conduct product and competitive research as needed.
- H. Assist with corporate and branch-level event planning, which may occasionally require attending events during non-business hours.
- I. Cooperates with, participates in, and promotes the adherence to all internal policies, procedures, and practices in support of risk management and overall safety, soundness, and compliance with all regulatory requirements. This includes annual Bank Secrecy Act (BSA) training and complying with all BSA rules and regulations as they pertain to the job position within the Bank.

Requirements: The selected candidate must have the following skills:

- Demonstrated excellent verbal and written communication abilities;
- Exceptional organizational and project management skills, with ability to manage multiple priorities simultaneously;
- Strong computer skills, including Microsoft Office Suite and working knowledge of social media platforms;
- Must have solid research and analytical skills;
- Must be self-motivated, a team player, creative, and flexible.

We provide a competitive compensation and excellent benefit package including 401(k), paid holidays and vacation. To be considered for this position, please send resume, cover letter, and writing sample to:

**First Columbia Bank & Trust Co.**  
**Attn: Human Resources Dept.**  
**P.O. Box 240**  
**Bloomsburg, PA 17815**  
**Or via email to:**  
[careers@firstcolumbiabank.com](mailto:careers@firstcolumbiabank.com)

*Equal Opportunity Employer of women, minorities, protected Vets, and individuals with disabilities.*