



## *Marketing Manager*

First Columbia Bank & Trust Co., a strong, independent community bank with over \$700 million in assets and 195 employees headquartered in Bloomsburg PA, seeks full-time Marketing Manager in our Bloomsburg, PA office to help promote our products and services, build our brand and advance our community-centered business philosophy. This position reports to the VP, Marketing Director. The selected candidate will have a combination of a Bachelor's or Associates degree in Marketing, Communications, or other related field with three (3) years' experience in digital marketing.

Position Summary: As a member of the Marketing team, you will combine your knowledge of web and digital marketing to effectively communicate with and engage our customers and our community.

Primary responsibilities include, but are not limited to:

1. Managing company website, social media platforms, email marketing and digital marketing campaigns.
2. Collaborating with key stakeholders to design, implement, update, and communicate online services that ensure a positive online journey for users and customers.
3. Researching industry and digital marketing trends; implementing best practices; and analyzing key performance metrics.
4. Assists with other marketing department projects and initiatives as required.
5. 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 writing and communication abilities
- Solid understanding of PPC, SEO, and SEM
- Working knowledge of CMS and social engagement software
- Excellent analytical skills, including familiarity with Google Analytics
- Knowledge of media editing software, including Adobe CC a plus.

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***

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