

JOB POSTING NOTICE



POSITION: Marketing & Communications Specialist

LOCATION: Sulphur Springs, TX

POSITION PURPOSE

The Marketing & Communications Specialist supports the bank's growth and community presence by developing and executing marketing, communication, and branding strategies. This role is responsible for creating compelling content, coordinating campaigns, managing digital channels, and ensuring consistent messaging that reflects the bank's values and commitment to its customers and community. This position offers the customer the highest degree of service and promotes all of Alliance Bank's products and services.

SKILLS, KNOWLEDGE, AND PHYSICAL REQUIREMENTS

- Personify Alliance Bank's mission statement of The best in all we do.
- Ability to read, write, and speak the English language, bilingual helpful.
- Ability to respond to customer requests with tact, diplomacy, and a sense of urgency.
- Bachelor's degree in Marketing, Communications, Public Relations, or related field (or equivalent experience).
- Two - four years' of experience in marketing, communications, or a related role (banking or financial services experience a plus).
- Strong writing, editing, and communication skills with attention to detail.
- Proficiency in digital marketing tools, social media management, and Microsoft Office Suite (graphic design skills in Canva/Adobe a plus).
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Team-oriented with strong interpersonal skills and a commitment to community engagement.
- Must possess excellent interpersonal communication skills and have the ability to deal with and respond to employees, customers, third-party vendors, and salespersons with tact, diplomacy, and a sense of urgency.
- Ability to present a professional demeanor at all times.
- Ability to handle stressful situations and confidentiality throughout the organization.
- Knowledge of state and federal regulations.
- Knowledge of Alliance Bank's policies and procedures, products, and services.

ESSENTIAL FUNCTIONS AND BASIC DUTIES

- Promotes Alliance Bank's culture through all interactions modeling the Alliance Bank way of Customer Experience.
- Provides professional services to the bank's customers by prompt acknowledgment of the customer, maintains a friendly and courteous demeanor, ensures customer satisfaction on transaction requests, and presents a professional image.
- Assist in the development and implementation of marketing plans to promote bank products, services, and community initiatives.
- Ensure all materials align with brand standards and regulatory requirements.
- Create engaging content for newsletters, press releases, blog posts, social media, and customer communications.
- Draft and distribute internal communications to staff, supporting alignment on bank initiatives.
- Serve as a liaison for media inquiries and public relations activities.
- Assist with the bank's social media accounts, posting timely and relevant content.
- Monitor engagement, track analytics, and recommend strategies to grow online presence.
- Support website updates and ensure content is accurate, accessible, and current.
- Assist with coordinating sponsorships, events, and community outreach efforts.
- Represent the bank at community events when needed.
- Track and report on community reinvestment activities for compliance and reporting purposes.
- Assist with managing project timelines, vendors, and budgets.

Qualified applicants should submit a resume to HR@Alliancebank.com.



AN EQUAL OPPORTUNITY EMPLOYER