

JOB POSTING NOTICE



POSITION: Marketing Operations Specialist

LOCATION: Sulphur Springs, TX

SCHEDULE: Monday - Friday 8:00 am - 5:00 pm

POSITION PURPOSE

This position is responsible for high-level administrative support along with managing executive support, event planning, and contribute to marketing and community outreach initiatives. 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

- Ability to read, write, and speak the English language; bilingual helpful.
- High school diploma or equivalency.
- Five (5) years of experience in banking or a job-related field or a combination of education and experience providing equivalent knowledge.
- A minimum of four (4) years of experience as an executive assistant is required.
- 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 perform secretarial duties.
- Ability to present a professional demeanor at all times.
- Ability to handle stressful situations throughout the organization.
- 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 communicate well over the telephone using proper grammar and telephone etiquette.
- Ability to operate basic office equipment including a PC with job-related software.
- Ability to handle bank and customer transactions with a high level of confidentiality.
- Schedules are prepared based on business needs and are subject to change at any time. This may include the need for evenings, weekends, or holiday coverage.

ESSENTIAL FUNCTIONS AND BASIC DUTIES

- Personify Alliance Bank's mission statement of **The best in all we do.**
- Promotes Alliance Bank's culture through all interactions modeling the Alliance Bank way of Customer Experience.
- Provide high-level administrative support to the SVP/Director of Marketing and Communications.
- Assists the SVP/Director of Marketing and Communications in the timely management of all communication, including written, telephone, email, and voicemail.
- Manage calendars, schedule meetings, coordinate travel, and prepare presentations and reports.
- Maintain confidentiality and professionalism in handling sensitive information.
- Assist in the planning, coordination, and execution of marketing campaigns, community events, and sponsorship activities.
- Help manage social media content, email newsletters, and updates to the bank's website.
- Coordinate production and distribution of marketing materials (digital and print).
- Lead and support the planning, logistics, and execution of internal and external events, including community gatherings, financial education workshops, grand openings, client appreciation events, and bank-hosted seminars.
- Manage event timelines, budgets, vendor relationships, promotional materials, RSVPs, and post-event follow-ups.
- Serve as a point of contact at events to ensure a seamless experience for attendees and partners.
- Attendance and punctuality are a must.

This is a summary of the requirements and essential functions.

The full job description is available upon request.

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



AN EQUAL OPPORTUNITY EMPLOYER