

JOB POSTING NOTICE



POSITION: Director of Marketing and Communications

LOCATION: Sulphur Springs, TX

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

POSITION PURPOSE

This position is responsible for leading the strategy that defines how the bank connects with its customers, employees, and communities. This role is responsible for shaping the bank's brand, strengthening customer relationships, and ensuring every interaction reflects a commitment to exceptional service and community impact. In addition, the incumbent will ensure that our corporate culture/mission is being pushed out to all employees and is consistent within our markets. This employee offers the customer the highest degree of service and promotes all Alliance Bank's products and services.

ESSENTIAL FUNCTIONS AND BASIC DUTIES

- Oversee internal and external communications to ensure clarity and consistency.
- Support executive communications, including board reporting and key messaging.
- Work in collaboration with key stakeholders in all markets and departments to ensure consistent delivery of corporate culture/mission and marketing strategies through communication and training.
- Strengthen brand presence and reputation across all markets.
- Champion storytelling that highlights customers, employees, and community impact.
- Lead customer experience initiatives and embed service standards across the organization.
- Lead, coach, and develop the marketing and communications team.
- Manage department structure, budgets, and resources.
- Oversee agency and vendor partnerships to ensure effective execution.
- Provide reporting, insights, and recommendations to leadership.
- Actively monitor bank online presence in order to gauge public sentiment.
- Assure engaging and informative content for digital marketing and maintain a robust online presence and SEO.
- Monitor marketing effectiveness, customer engagement, and brand performance.
- Maintain an active role in community affairs to improve Alliance Bank's visibility in the area and offer further opportunities to acquire useful information.
- Assist the Executive Committee with other projects as requested.
- Participate in community affairs to increase Alliance Bank's visibility and to enhance new business opportunities.

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.
- Promote Alliance Bank's culture through all interactions, modeling The Alliance Bank Way of Customer Experience.
- High School diploma (or equivalency) and knowledge of specialized principles that would be obtained through a formal four (4) year academic program in related fields such as finance, accounting, banking, economics, marketing, business, etc., or a combination of education and experience providing equivalent knowledge.
- 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.
- Strong familiarity with training software, social media platforms, and internal software programs.
- Excellent ability to reach a wide range of customers and potential customers with ease and tact.
- Must be able to travel regularly from location to location.
- Previous experience in supervisory management is a plus.
- 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.
- Office setting with moderately varied desk-oriented activity.
- Ability to stand, bend, stoop, squat, and kneel.
- Repetitive movement of fingers, wrists, and hands.
- Ability to lift 50 lbs.

**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