

TITLE: Marketing Assistant Intern- Summer Employment
REPORTS TO: Marketing Director
CLASSIFICATION: Non- Exempt
LOCATION: Corporate/ Hybrid
DATE: May 19, 2025

JOB DESCRIPTION

Summary/Objective: The Marketing Intern will be responsible for assisting in the day-to-day operation and management of the Banks social media accounts. These functions will include assisting with social media campaigns, creating a social media calendar, creating original content and tracking engagement.

Essential Functions:

- Assist with the design and execution of social media campaigns.
- Create weekly and monthly calendars to promote the brand and Loan Originators on various social media platforms.
- Create content for brand pages and Loan Originator pages.
- Track engagement on social media platforms.
- Perform social media marketing research.
- Ensure brand message is consistent.
- Work with Marketing Director to develop new strategies for increasing engagement.
- Collaborate with management to identify, plan, and develop methods and procedures to obtain greater efficiency.
- Research ideas for original content.
- Assist with other marketing functions as needed.
- Assist other departments as needed.
- Compliance with all government regulations including the Bank Secrecy Act and related regulations.

Competencies

- Ethical Practice – Being in accordance with the rules or standards for right conduct or practice; following processes, procedures, policies, laws and regulations that govern the bank; moral uprightness; honesty.
- Integrity –
 - Behavioral: Doing the right thing; acknowledge mistakes and demonstrate accountability for actions.
 - Job based: Ensuring accurate data throughout the organization.
- Communication –
 - Delivering Messages: Ability to deliver clear and accurate messages across a variety of mediums to audiences of all sizes and backgrounds. Ensures that the delivered message is clear and understood by the listener.
 - Listening: Understands information provided by others. Listens actively and to others' views and concerns. Seeks further information to clarify ambiguity.
- Teamwork – Positively and respectfully openly participates in the collaborative effort of a group to achieve a common goal. Be committed to building an encouraging, caring, and supportive environment. Provide mutual support; be open minded to other's suggestions and contributions.
- Attention to Detail – Ensure accuracy with respect to job duties, conducting accurate transactions, balancing a cash drawer.
- Creativity – Generate new and useful ideas for branding, products, and/or services.
- Resourceful – Ability to find efficient and innovative ways to overcome challenges, and market new ideas. Optimize resources. Adapt and solve problems creatively.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk to hear. The employee must occasionally lift or move office products and supplies, up to 50 pounds.

Position Type

This is a part-time position, approximately 25 hours a week. Starting time is 8:30 a.m., ending time is the latter of 5:00 p.m. or until daily responsibilities are completed.

Travel

- As required.

Required Education and Experience

- Applicant must be enrolled in a college or university and in good academic standing.
- Minimum of 1 year of experience in digital marketing/social media marketing or related field.
- Familiarity with financial institution products and services preferred.
- experience with MS-Office, Adobe Creative Suite, and Canva.
- Professional and creative oral and written communication skills.
- Excellent internet research skills .
- Knowledge of the major social media platforms including Facebook, YouTube, Instagram, Twitter (X), Pinterest, Snap and Google+ to increase the visibility of the organization.

AAP/EEO Statement

First Federal Savings of Lorain is an Equal Opportunity Employer-M/F/Disabled/Vet

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.