

TITLE: Marketing Assistant – Part-time
REPORTS TO: Marketing Director
CLASSIFICATION: Non- Exempt
LOCATION: Corporate/ Hybrid
DATE: March 25, 2026

JOB DESCRIPTION

Summary/Objective: The Marketing Assistant is primarily responsible for the operation and management of social media accounts which includes executing social media campaigns, creating a social media marketing plan, creating original content and tracking engagement. The Marketing Assistant will also serve as general support for a variety of marketing functions throughout the company. These functions include assisting in coordination of advertising, promotions, sales, research, public relations, and community involvement.

Essential Functions:

- Design and execution of social media campaigns.
- Create and execute social media marketing plan.
- Track and report engagement on social media platforms.
- Ensure consistency across all marketing platforms.
- Work with the Marketing Director to develop new strategies for increasing engagement.
- Collaborate with Marketing Director to develop methods and procedures to obtain greater efficiency.
- Compliance with all government regulations including the Bank Secrecy Act and related regulations.

Ancillary Functions:

- Contribute to the designing, writing and proofreading of all advertising.
- Assist with coordination of staff requests for flyers, presentations, brochures, and promotional items.
- Receive, record and file donation requests and provide follow-up on these requests.
- Conduct market research on competitive products and services.
- Assist with email marketing.
- Receive, coordinate, and schedule requests from community groups for all electronic message centers.
- Assist with designing ads and schedules for lobby tv's Assist with other marketing functions as needed.

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:

- 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.