

Job Description:

## Marketing Manager

About the Role (to name a few key accountabilities):

- Develop marketing strategy and plan to grow pipeline for the Bank's vertical focused segments including SMB and fintechs.
- Collaborate with business units and external partners to develop and execute a multi-channel growth strategy including emails, webinars, digital media, social, SEM and emerging tactics.
- Working in partnership with the creative team, develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Brainstorm and promote new content types or topics to pursue with subject matter experts that support goals related to brand awareness, lead generation, and nurture
- Ideate and create pillar content in partnership with subject matter experts, including but not limited to webinar decks, whitepapers, research reports
- Lead webinars or events, including partnership, audience generation, content/topic creation and refinement, logistics, and lead follow up
- Manage vendors and agencies to create deliverables and execute program plans
- Manage and create content for the Bank's social media channels
- Stay abreast of industry and marketing trends to identify more innovative ways to approach marketing channels and programs

About You:

- BA / BS with 3-5 years of experience, preferably in digital marketing
- Proven track record of defining and executing demand marketing strategies that deliver against funnel metrics and KPIs
- Deep understanding of CRM, marketing automation, SEM, account-based marketing, performance marketing, and email marketing tactics and technology
- Experience working closely with Sales teams, including joint planning and execution, driving disciplined lead follow up, and earning trust as a strategic business partner
- Experience scaling through agency and vendor resources
- Deep understanding of lead management and sales funnel management
- Remarkable written and verbal communication skills, including being able to convey complex topics with simplicity
- A startup mentality with a bias to action and the ability to flex in a fast-paced environment
- Superb organization and project management skills and the capacity to manage multiple complex projects at once



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