

Backlund Investment Co. is a privately held, multi-bank holding company, located in Peoria Heights, Illinois. Its banks include **Better Banks**, with locations in Astoria, Bartonville, Morton, Peoria, Chillicothe, Dunlap, & Wyoming; **Glasford State Bank**, with two locations in Mapleton and Glasford, IL; and **State Street Bank and Trust Co.**, with three locations in Quincy, and one location in Payson, IL. The holding company also includes Community Financial Center, Inc., a full service insurance agency located in our Peoria branch. The holding company employs 14 with a combined total of approximately 185 employees, including bank employees.

We're seeking a Director of Marketing who will be responsible for planning, executing, and communicating all marketing strategies for the banks listed above. This position will be located in Peoria. Candidates may submit their resume to Suzan Heimer, SHRM-CP, PHR at sheimer@backlundinvestment.com or may call her direct at 217-214-3722 to learn more about the position.

GENERAL DESCRIPTION

The Marketing Director is responsible for the daily planning, development, implementation and communications of all marketing strategies (including campaigns, events, digital marketing, and public relations) for Better Banks (BB) and State Street Bank (SSB); and provides marketing support/guidance to Glasford State Bank & Investment Strategists. This person directly supervises the Marketing Assistant; and reports directly to the COOs of BB & SSB.

DUTIES & RESPONSIBILITIES

- Designs, implements, and manages comprehensive marketing strategies to strengthen the Banks' marketing presence
- Assists in the development of bank marketing budgets, and allocates resources appropriately among approved projects
- Oversees all advertising & promotional activities/campaigns (including website, social media channels, print, television, and radio), tracks & measures the effectiveness of them, and makes recommendations to the executive management team to adjust strategic direction as necessary
- Directs & oversees all areas related to digital/website marketing & promotion
- Oversees the development & implementation of marketing support materials & services
- Conducts and reviews industry specific and customer segment market research to stay abreast of trends & the competition's marketing movements
- Establishes & maintains relationships with key vendors and strategic partners
- Manages the internal core CRM system and trains employees on the process; and promotes & communicates cross selling opportunities by participating in monthly branch staff meetings
- Manages the Secret Shopper program and provides results to the Presidents on an ongoing basis
- Conducts quarterly marketing committee meetings to get input and support for marketing strategies, and encourages active participation by the committee members
- Serves as a community Ambassador
- Other duties as assigned

EDUCATION &/OR WORK EXPERIENCE REQUIREMENTS

A Bachelor degree in marketing & communications or a related field; along with a minimum of 5 years marketing experience that includes digital marketing.

MENTAL & PHYSICAL REQUIREMENTS

Ability to sit/stand/kneel/bend for extended periods of time, ability to lift up to 20 lbs on occasion, developed interpersonal skills, ability to work under high pressure while remaining composed, self-driven & highly motivated, ability to work independently with minimal supervision

COMPETENCIES

Up to date marketing techniques (such as CRM use, websites, social media platforms, PPC campaigns), marketing positioning & branding, event planning, innovative thinking, unscripted marketing communications with outside agencies