

Marketing and Public Relations Director

Department: Marketing

Location: Operations Center

Supervisor: Eric Meilstrup

Essential Duties and Responsibilities include the following. Other duties may be assigned to meet business needs.

- Developing and implementing a fully integrated marketing strategy for LCNB National Bank and LCNB Corp.
- Overseeing implementation of integrated marketing strategy including advertising campaigns, media buys, events, public relation efforts and digital marketing.
- Developing and implementing marketing strategies for new and existing products and services.
- Supporting the company's sales teams, branches and departments; assisting them with meeting their objectives by providing them with appropriate tools, materials and presentations as needed
- Oversees all branch and department community relations efforts
- Oversees and plans all marketing finances by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Completes marketing department operational requirements
- Maintains and manages marketing staff and third parties
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed and assisting with additional tasks given.

Qualifications/Education/Experience:

- Bachelor's Degree in Marketing, Advertising and/or Public Relations
- Five years of Marketing, Advertising and/or Public Relations experience
- Professional, good communication skills, ability to build strong client relationships
- Proficient with Microsoft Word and Microsoft Excel