



**JOB TITLE:** Marketing Director

**LOCATION:** TBD

**Company Profile:**

Heritage Land Bank provides innovative financing solutions other banks simply can't offer when it comes to rural real estate, agricultural operations, agribusinesses and country homes. Founded in 1917, Heritage Land Bank is a member of the Farm Credit System, a nationwide network of rural lending cooperatives. With headquarters located in Tyler, Heritage Land Bank operates across 16 Texas counties ranging from Dallas-Fort Worth to Lufkin. To learn more, visit [heritagelandbank.com](http://heritagelandbank.com).

**Minimum Education and Experience Requirements:**

Bachelor's degree in Marketing, Communications, Advertising, Business or a related field, or equivalent experience and seven (7) or more years of experience in all facets of marketing including research, evaluation, development, and implementation of marketing programs. At least two (2) years of supervisory experience preferred. Prefer candidate to possess significant experience in the Dallas/Fort Worth area.

**Skill Requirements**

General knowledge of marketing principles, advertising, media, public and media relations; product promotion, sales, customer service and advertising agency coordination. Advanced skill in oral and written communication. Advanced skill level in Microsoft Office applications. Ability to develop and execute effective presentations. Must have a valid driver's license and the capability to drive an automobile.

**Job Scope:**

This position is responsible for directing the Association's marketing and public relations functions and is responsible for the management, development and execution of the Association's advertising, sales promotions and public relations efforts.

**Essential Functions:**

- Establishes the goals and objectives of the Association's marketing, communications, and public relations programs. Directs activities designed to enhance the Association's public image and its position within the marketplace.

- Directs the Association's annual marketing programs. Develops and manages the Association's marketing, advertising, membership and sponsorship budgets.
- Responsible for editorial direction, design, production and distribution of Association marketing publications and promotional items. Ensures consistent appearance of all Association print and electronic materials such as letterhead, use of logo, brochures, etc.
- Conducts research and evaluates market demand for expanded Association service offerings. Measures and evaluates the effectiveness of the Association's marketing efforts.
- Oversees development of print advertising, radio, direct mail and other types of marketing activities. Manages and coordinates marketing content on the Association's website. Manages the Association's internet marketing presence.
- Designs and/or assists in conducting marketing communications training programs.
- Coordinates and executes the Association's appreciation and/or stockholder's meetings.
- Serves as the Association liaison for marketing meetings and events.

If you meet the minimum requirements and would like to be consider for this position, please click on the link below to apply:

<https://heritagelandbank.com/who-we-are/career-postings>

### **Heritage Land Bank, ACA is an EOE/AA/M/F/D/V Employer**

Heritage Land Bank is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, disability, national origin, protected veteran status, sexual orientation, gender identity or genetic information.

***Important note:*** *We care about your hiring process and take it seriously. There is a real person behind the screen and response timeliness may vary. The interviewing process at Heritage Land Bank may include phone calls and emails, phone interviews, on-site interviews, personality assessments and requests for portfolios or demonstrations of work. Unfortunately, we are unable to personally follow-up with each and every applicant, but we will do our best to create a professional, respectful, and thorough process for candidates with whom we identify as a potential fit. Please be assured, we will contact you if that is the case.*