



**Straight Talk. Fair Deals.**

**Position Title:** Chief Marketing Officer (CMO)  
**Reports To:** President and CEO  
**Department:** Marketing  
**Supervises:** Marketing Officer and Digital Marketing Coordinator  
**FLSA Status:** Exempt  
**Grade Level:** 33

**Position Summary:**

The Chief Marketing Officer (CMO) will support the President and CEO in developing the strategic framework and long term vision for the bank. The CMO will lead and oversee a broad array of functions including marketing strategy, product marketing, competitive intelligence, digital marketing, communications, events, community management, and public relations in a manner that supports consistent business growth, increased visibility and is in line with the strategic vision of the Bank. The CMO will lead and mentor a core marketing team and will be expected to work closely and collaboratively with other areas of the company as well as external partners

**Duties and Responsibilities:**

- Develop and implement the bank's overall marketing strategy and efforts to enhance Skowhegan Savings Bank's brand.
- Act as a thought-leader for the Skowhegan Savings Bank brand, including all aspects of branding, public image; marketing and advertising strategy; external communications; public and industry relations and policy; media relations; campaigns and marketing metrics.
- Manage all aspects of marketing planning, budgeting, metrics and reporting including meeting with each business line to ensure marketing plans are in lockstep with growth and profitability goals:
  - Ability to measure, analyze and constantly improve correlations between brand, marketing, customer insights, business intelligence and demonstrated sales results
  - Develop tracking metrics and success criteria to effectively measure efficiency and results of strategies; implementing improvement as required
- Demonstrate ability to partner and collaborate with:
  - Senior Leadership to help shape the business and brand strategy
  - SVP, Sales and Relationship Manager to bridge and build synergies between Marketing and Sales functions to include developing an integrated approach with customer experience (CRM and branch)
  - External marketing partners such as agencies and consultants to deliver omni-channel campaigns that drive results
  - All internal stakeholders
- Enhance and capitalize on Bank's overall digital presence including its website, search engine optimization, social media, etc. and the latest technologies and processes:
  - Leverage the Bank's brand and serve timely and relevant content to support sales goals and customer needs

- Guide development of premium content and engaging presentations, one-pagers, slide presentations, research reports, blog posts, social media, and webinars to emphasize and promote Skowhegan Savings to prospects, clients and job candidates.
- Activate the Bank's community whether on site (branch, events) or online to build further upon its legacy and deliver innovative ways to reach its current and new clientele.
- Assumes additional responsibilities as assigned.

### **Education and Experience:**

- Bachelor's Degree in Business, Marketing or related field and/or equivalent work experience.
- 10 plus years of experience in marketing or related field, including (5) years leading marketing, brand management and operational marketing initiatives in the finance industry desired.
- Experience in a competitive retail environment a plus to include footprint expansion and store openings

### **Skills and Abilities:**

- Proven leadership, strategy, analytics, and communication and management skills.
- Strategy planning and implementation to deliver measurable results.
- Exceptional marketing planning and execution skills; ability to translate business strategy into go-to-market plans.
- Thorough knowledge of marketing principles, brand, product and service management, sales and business development; along with a demonstrated track record of success and performance.
- Advanced experience working with communications functions including: branding and messaging to different target audience.
- Highly motivated, self-driven individual who can think strategically, operate independently and take accountability for the function.
- Ability to motivate, influence and collaborate with others both internally and externally.
- Team builder, coaching and mentoring to achieve results.
- Multi-tasking in a fast paced environment while prioritizing your focus on most impactful activities to meet deadlines.
- Strong and effective communication skills, both oral and written.
- Strong analytical, critical thinking and problem solving skills.
- Demonstrated proven and effective management skills.
- Proficient computer skills.

### **Working Conditions:**

- Travel 50% time
- General office environment
- Physical surroundings are generally pleasant and comfortable
- Moderate lifting (to 35 lbs.) required. Moderate reaching, walking, sitting and standing required.

**External and internal applicants, as well as position incumbents who become disabled, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on an individual basis.**