

Public Relations & Communications Manager

1ST SUMMIT BANK – Johnstown, PA

FULL-TIME POSIITON

Job Description

1ST SUMMIT BANK, selected as one of the “Best Places to Work in Pennsylvania” from 2001 thru 2020, is seeking motivated, career minded individual for a full-time Public Relations and Communications Manager. This position is responsible for creating and maintaining a favorable public image for 1ST SUMMIT BANK through the development and oversight of all public communications, coordination of company donations, sponsorships and events, monitoring brand awareness and managing internal communication initiatives.

PRINCIPLE PUBLIC COMMUNICATION RESPONSIBILITIES:

1. Oversee the organization’s communication with the public, including consumers, investors, reporters, and other media specialists.
 - a. Proactively craft media releases and develop social media programs to shape public perception of the organization and increase awareness of its work and goals including the bank’s responses to community concerns;
 - b. Draft speeches, and arrange interviews for an organization’s top executives;
 - c. Assists Executives in the drafting of articles for customer newsletters;
 - d. Collaborate with internal resources and customer advocates to identify content opportunities.
2. Coordinate Company Donations, Sponsorships and Events:
 - a. Effectively coordinate and evaluate company programs, including but not limited to: social media campaigns, trade shows, conferences and events, webinars, website content, email marketing and other lead generation activities;
 - b. Manages sponsorship and donation budget as well as requests, participation coordination and evaluates returns for the bank;
 - c. Craft media releases highlighting event sponsorships, volunteer activities and community events;
 - d. Provides input and guidance on the development of campaigns, collateral, and marketing and public relations plans and strategies.
3. Oversee Brand Evaluation & Maintenance:
 - a. Evaluate public opinion of customers through social media, monitor and respond to social media questions and concerns;
 - b. Develop, manage and execute strategies for brand awareness, positioning, differentiation, and expansion;
 - c. Evaluate advertising and promotional programs to determine whether they are consistent with the bank’s community bank brand and compatible with the bank’s public relations efforts;
 - d. Assists in collecting, reporting and analyzing information including competitive research, market intelligence, ROI and other marketing and public relations strategy data.
4. Develop Internal Communications Strategies:
 - a. Develops and coordinated the execution of internal communications around employee events, sales initiatives and community involvement.
5. Performs other duties as assigned or directed.

Qualifications:

Bachelors Degree in Marketing, Public Relations or Communications preferred. Minimum five (5) years of marketing or public relations experience. Strong verbal and written communication skills with strict attention to detail. Candidate must be open to flexible hours as occasional after hours/weekend work may be assigned. Ability to concentrate and perform responsibilities by maintaining a constant state of focus and alertness.

Pay: \$46,500.00 - \$69,750.00 per year