



Digital – Marketing Specialist

Geneseo, IL Operations Center

Full Time – Non-Exempt Hourly

Equal Opportunity Employer – Posted 12/30/20

Central Bank Illinois is seeking qualified applicants for the position of Digital – Marketing Specialist in our Geneseo Operations Center. This full time position assists the Marketing Officer with development and implementation of the bank's brand through social media/digital activity, advertising, promotions, community events and business development efforts across all bank markets.

Applicants must be proficient with Microsoft Office (Word, Excel, PowerPoint, Publisher), File Transfer Protocol (FTP), web design and content management system (CMS) and Google Analytics. Candidates should be experienced in the administration of social media platforms such as Facebook, LinkedIn, Twitter, YouTube and Instagram. An understanding of database marketing strategies such as Search Engine Optimization (SEO), Search Engine Marketing and web marketing metrics preferred. Experience with the design and placement of direct mail, print, broadcast media and outdoor desired.

The Digital-Marketing Specialist will possess a strong attention to detail, handle multiple job duties simultaneously, have strong organization skills and prefer a position with a high degree of customer and non-customer contact. The right candidate will have above average oral and written communication skills, with a strength in proofreading and editing copy.

Qualified and interested applicants should send resume and cover letter to:

Central Bank Illinois
Denise Ward, Human Resource Officer
101 North State Street
Geneseo IL 61254

Or email to: recruiter@central-bank.com.

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