



TEXAS
PARTNERS BANK

Digital Marketing Specialist & Apprentice

Job Description

We seek a forward-thinking, collaborative Digital Marketing Specialist & Apprentice who can bring an agency mindset to a corporate environment, and with this transition, you gain work-life balance with regular banking hours, a collaborative culture, and opportunities for growth as you join a fast-paced team. The primary purpose of this role is to expand our reach digitally both internally and externally, and with a focus on engaging with entrepreneurs of Central Texas.

This is a 3-month contract role or 30 hours per week at \$15/hour.

We also value continual education and training, which is why we collaborate with New Apprenticeship to help identify the right candidate for this role. If hired after the 3-month contract period with Texas Partners Bank, the Digital Marketing Specialist & Apprentice hired will be expected to complete the 12-month apprenticeship in addition to the responsibilities listed below.

Responsibilities:

- Maximize our website marketing strategy using our brand guidelines and infusing digital sales tracking with published and sponsored content.

- Digital marketing efforts include managing the external websites for The Bank of San Antonio, Texas Partners Bank, The Bank of Austin, and Texas Hill Country Bank, with the goal of leading future website creations as the bank expands.
- Lead the development with our agency and web company partners any new landing pages needed, and form design and development
- Support virtual event execution as a business development strategy to connect and provide valuable content to clients and prospects
- Integrate data and leads into digital campaigns to maximize ROI
- Assist with the production, coordination, and distribution of digital marketing materials and collateral
- Lead content driver and engagement for our social media channels
- Participate regularly in brainstorming sessions for the development of marketing campaigns
- Assist in editing content for different platforms such as social media, website, and the bank's podcast, San Antonio Business Heroes
- Assist with maintaining brand integrity through consistent use of brand identity, key messaging, and other brand standards

Qualifications:

- BS/BA in English, journalism, PR, advertising, marketing or a related field
- 1+ years writing or content creation experience is preferred
- 1+ years of work experience in marketing preferred
- Strong commitment to personal growth and professional development
- Ability to effectively communicate and collaborate with other team members
- Copywriting ability (Email, Social, Ads, Internal communication)
- Strong attention to detail and analytical aptitude
- Entrepreneurial mindset with a mix of detailed execution and strategic thinking

- Thrives in an independent environment with the ability to manage multiple projects in a fast-paced team
- Tools & Skills preferred - WordPress, Hubspot, Unbounce, Social media, Adobe Creative Suite
- Curiosity and desire to learn new and innovative marketing analytics tools and methodologies.

NEW Work Experience & Apprenticeship: Check out <https://newapprenticeship.com>

- If hired on full-time after 3-month contract, the right candidate will spend 10-15 hrs per week participating in the NEW Apprenticeship's Digital Marketing Apprenticeship in addition to their full-time role
- Apprentices receive accelerated digital marketing upskilling through expert training, mentoring, and coaching.

Why become an Apprentice:

- As an apprentice, you'll start with a cohort of around ten apprentices and complete the program over 12 months. You will also receive support from top industry coaches and mentors to progress through your personal and professional goals, skills roadmap, while also demonstrating new knowledge and competencies through hands-on application with your portfolio project.
- You'll complete milestones along the way like earning digital certifications to validate your skills, module portfolio projects, individual portfolio projects, while also working with other apprentices to participate in on-going training and development focused on your professional and technical skills.
- Best of all, you are a contributing member of your cohort team, putting forward ideas, taking on responsibilities and making choices about how you will make the apprenticeship experience your own all while applying what you learn weekly in your new role.

To Apply:

Submit your apprenticeship application here: <http://bit.ly/2lq74ut>

-- You must select "Texas Partners Bank" in the How Did You Hear About Us section within your application to ensure your application is reviewed for this position --

You will apply, complete a short project, and interview with NEW. If you are a good fit for the apprenticeship you will then interview with the hiring manager at Texas Partners Bank for the position.

We are not able to sponsor work visas. Military experience/service is greatly valued and Veterans are encouraged to apply.

About Texas Partners Bank: <https://www.texaspartners.bank/>

In 2007, a group of local investors brought a new business model to banking in South Texas, one based on strong relationships, concierge-quality service, knowledgeable strategies, and world-class resources. That's the way the founders had built their own successful businesses, so they knew they were on the right track. Today, the business model continues to prove its worth—The Bank of San Antonio has grown in size and reputation. Our 2020 merger with The Bank of Austin and Texas Hill Country Bank has further increased our market presence, scale, and capabilities.

About NEW Apprenticeship

Our mission is to partner with employers in transforming lives by bridging the gap between what schools teach and what only experience can bring. We do that through a 12-month apprenticeship that allows you to work full-time while training with industry experts on a diverse curriculum in evenings and some weekends. Headquartered in San Antonio, TX, NEW also operates in Austin, TX and remotely with national partnerships.