



FM BANK - Employment Opportunity

Job Title: Marketing and Community Relations Specialist
Location: Fergus Falls, MN
FLSA Status: Full Time - Exempt
Pay Range: \$57,000 - \$96,000 annually plus benefits (details below)

Position Summary

The Marketing & Community Relations Specialist plays a key role in strengthening FM BANK's brand, deepening community engagement, and supporting business retention and growth across six Minnesota locations. This individual will execute marketing initiatives, manage community partnerships, and ensure consistent messaging that reflects the bank's commitment to local relationships, providing value to the community, and excellence in customer service.

Responsibilities

Marketing & Branding

- Assist in the development and execution of annual marketing plans aligned with the bank's strategic goals, which may vary by location.
- Coordinate and implement multi-channel marketing campaigns, including digital, social media, print, email, and in-branch promotions.
- Maintain brand consistency across all locations and customer touchpoints.
- Manage and update website content and ensure optimization of digital presence (SEO, analytics, and user experience).
- Create marketing materials such as brochures, advertisements, presentations, and internal communications.
- Work in conjunction with bank compliance officer to ensure all marketing materials/efforts follow applicable laws and regulations.

Community Relations & Engagement

- Represent the bank at community events, sponsorships, and nonprofit activities.
- Build and maintain relationships with local organizations, chambers of commerce, schools, and community groups.
- Coordinate sponsorships, donations, and volunteer initiatives that align with the bank's mission and Community Reinvestment Act objectives.
- Track and report on employee community involvement, including volunteer hours and donations.

Social Media & Communications

- Plan and manage social media content calendar; create engaging posts that reflect bank values and community involvement.
- Monitor social media engagement and respond appropriately to inquiries or comments.
- Assist in drafting press releases, internal communications, and public announcements.
- Support reputation management and public relations efforts.
- Monitor and maintain the accuracy of the bank's online presence, including search engine results, directory listings, and reviews.

Location & Business Line Support

- Partner with bank location presidents to promote products, services, and campaigns which may vary by location.
- Support new product launches and initiatives with targeted marketing efforts.
- Provide marketing support for events such as grand openings, customer appreciation days, and financial education seminars, and other public events in or outside the bank.

Data & Analytics

- Track and analyze campaign performance and customer engagement metrics.
- Provide insights and recommendations to improve marketing effectiveness.
- Maintain marketing budgets and vendor relationships.
- Perform other duties as assigned to support bank's strategic objectives.

Qualifications

Education & Experience

- Bachelor's degree in marketing, communications, business, or related field required.
- Minimum of 2–5 years of experience in marketing, communications, or community relations (financial services experience preferred).

Skills & Competencies

- Strong written and verbal communication skills.
- Proficiency with digital marketing tools (social media platforms, email marketing, CRM systems).
- Graphic design and social media content creation experience preferred.
- Excellent organizational and project management skills with attention to detail.
- Ability to work independently and collaboratively across multiple locations.
- Strong interpersonal skills and passion for community involvement.

Work Environment & Expectations

- Occasional evening and weekend work required for community events.
- Occasional travel between six locations within Minnesota as needed.
- May be called upon to assist our affiliate bank (Quoin Financial Bank) in South Dakota in some marketing efforts.
- Ability to lift 40 lbs. and transport marketing materials to events.
- This is a full-time position 8am – 5pm, Monday – Friday.

Compensation and Benefits

- **Starting Salary Range:** \$57,000 - \$96,000 annually
- **Health and Wellness Benefits:** Eligible employees receive comprehensive medical, dental, and vision insurance plan options. Short term disability via Minnesota Paid Family Medical Leave plus employer paid long term disability.
- **Retirement Options:** 401(k) Retirement Savings Plan with a 100% company match up to 3% of compensation after one year of service plus a 50% company match from 3% and 5% of compensation. For more than 10 consecutive years, the bank has also paid an additional 2% discretionary profit-sharing contribution for those enrolled in the plan (these remain discretionary and are not guaranteed).
- **Paid Time Off (PTO):** FM BANK offers Paid Time Off, Paid Federal Holidays and Minnesota-compliant Paid Leave / Earned Sick and Safe Time (ESST).
- **Bonus Potential:** Discretionary

To Apply

Send Resume and Cover Letter to:

FM BANK
C/O Scott DeBrito
226 E Lincoln Ave
Fergus Falls, MN 56537

Or

By email to scott.debrito@mybankfm.com

FM BANK is an Equal Opportunity Employer.