



Regardless of experience, background, and education, an employee’s contributions to the success and growth of Logansport Savings Bank are appreciated, respected, and recognized at all levels of the organization. As a member of our team, you’ll join a group of people who focus on delighting customers with personalized service, professional excellence, and high ethical standards.

Marketing Manager	
Department:	Marketing
About the Position:	The Marketing Manager develops and executes the bank’s marketing strategies to support business growth and community presence. This role blends high-level strategic planning with day-to-day tactical execution across digital, print, and event channels. The Marketing Manager designs and executes promotions for loans, deposits, and digital banking services. This position also entails coordinating local event sponsorships and volunteer opportunities, while ensuring all marketing materials adhere to banking regulations.

Responsibilities:

- Assist in planning and executing events, ensuring all details align with goals and expectations.
- Coordinate event setup and breakdown, manage staffing needs, and ensure smooth on-site operations.
- Collaborate with internal teams (strategic leadership, operations, etc.) to ensure seamless event delivery.
- Manage communication with external vendors, ensuring timelines and logistical requirements are met.
- Drive customer acquisition, lead generation, and brand loyalty through sales activities at the events.
- Market research (SEO, Audience Research, Analytics Tracking)
- Create content for social media platforms that align with current goals and marketing strategies.
- Analyze target market information to identify and recommend effective marketing approaches.
- Prepare effective advertising campaigns based on market research.
- Maintains knowledge on emerging products and services.
- Performs other duties as assigned.

Educational Requirements:

- Bachelor’s degree in Business, Marketing or related field required; Master’s degree preferred.
- At least three years of experience in a related field.

Knowledge and Skills:

- Familiarity with social media platforms, digital marketing tools, and analytics tools
- Sales/customer service/marketing experience is a plus
- Proficient computer skills and comfortable using the computer.
- Proficient with Microsoft Office Suite.
- Excellent verbal and written communication skills.
- Thorough understanding of market developments and marketing strategies and practices.
- Excellent organizational and time-management skills, as well as attention to detail, with ability to be flexible and to multi-task on a regular basis.

About the Bank:

Logansport Savings Bank was founded in 1925 and is a mission-driven community bank. The bank's main branch is located in Logansport, and also serves customers from Peru, Wabash, Huntington, and surrounding counties.

Our team is close-knit and collaborative, making LSB a fun and rewarding workplace for our employees. Everyone on our team shares a deep commitment to our customers and our community, "Leading The Way" to put them first with local decision-making and volunteerism. When you join the LSB team, you'll begin as a valuable team player with support for your personal and professional growth.

Logansport Savings Bank is an Equal Housing Lender and Member FDIC. Learn more about Logansport Savings Bank at www.logansportsavings.bank.