



Public Relations Coordinator

Job Classification: Part-Time, Non-Exempt

Reports to: Marketing Manager

Position Summary

Public Relations Coordinators play a critical role in managing the public image and of the bank. Excellent communication skills are essential to build and maintain positive relationships with the public, clients and media representatives.

Principal Duties and Responsibilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required. The duties listed below may not include all responsibilities that the person in this role may be asked to perform. May be required to perform other related duties, as assigned, including cross training across other departments, as necessary. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Developing and implementing public relations strategies to promote a positive image of the organization both internally and externally
- Assisting with communication between the organization and its publics, including consumers, stakeholders, and the media
- Writing and editing press releases, newsletters, speeches, articles, and other material for distribution
- Assisting with the expense/budgeting, organizing and coordinating public relations events such as press conferences, exhibitions, community events, internal bank events and events of affiliated entities
- Maintaining an organized database of media contacts, influencers, and industry professionals
- Responding to inquiries from the media, individuals and other organizations
- Monitoring media coverage and using media analytics tools to gauge the success of public relations efforts
- Assisting in crisis management and preemptive planning

- Collaborating with marketing teams to integrate public relations strategies with marketing efforts
- Performs other related duties as necessary or as assigned
- Complies with federal and state regulations and all established bank policies and procedures.

Education and Experience

- A high school diploma or equivalent.
- Entry level position, one year experience in public relations, marketing, or communications preferred
- Working knowledge of media relations, social media platforms, and digital marketing
- Strong computer skills

Key Skills and Competencies

- Strong written and verbal communication skills
- Planning and organizational skills
- Interpersonal skills to build and maintain working relationships
- Experience with media monitoring tools preferred

Training Requirements

All employees are required to attend scheduled mandatory trainings and complete online regulatory compliance training courses applicable to their specific job function. In all situations, employees must ensure that their actions fully comply with all federal banking laws and regulations, including internal bank policies and procedures. Failure to adhere to these requirements will be grounds for disciplinary action, including probation and possible termination.

Attendance

Punctuality and regular attendance should be regarded as essential functions of any position at Texas National Bank.

Community Involvement

Texas National Bank's Mission Statement includes a commitment to helping our communities grow by serving them with pride and integrity. All employees are encouraged to volunteer for bank sponsored activities, civic, charitable and community events and to be active in the communities we serve.

Management reserves the right to change this position description at any time according to business needs.

Our Hiring Philosophy:

Texas National Bank recognizes that the quality of our people is the foundation for our success. Attracting individuals who value a challenging work environment that rewards the contributions of its people is the cornerstone of our hiring philosophy. It is the policy of Texas National Bank to provide equal employment opportunities (EEO) to all persons regardless

of age, race, sex, religion, national origin, handicap, marital status, or other attributes not pertinent to the job requirements. This policy reflects our practice of making all employment decisions, from recruitment to promotions, based on an individual's qualifications without discrimination on any basis.

Acknowledgment

I understand that this job description should in no way be construed as a contract for employment, but rather it is intended to indicate the general nature and level of work to be performed. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to or from this job at any time. It is not designed to contain nor be interpreted as a comprehensive account of all responsibilities and/or qualifications required of an employee assigned to this job. These job duties may be subject to change at any time due to reasonable accommodation or other reasons. Further, I understand that if I have any physical limitations or require any accommodation in order to perform the essential functions of my job, I must immediately inform my supervisor or manager.

_____	_____	_____
Employee's Printed Name	Employee's Signature	Date

_____	_____	_____
Manager's Printed Name	Manager's Signature	Date

In the absence of the Manager's signature, the HR Manager will sign on behalf of the Bank.