



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Maine Bankers Team Up to Launch Statewide Employee Recruitment Campaign

WESTBROOK, ME -- Maine Bankers Association (MBA) announced the launch of its new recruitment campaign "Find Yourself in Banking" today. This campaign is the result of the combined efforts of marketing professionals from member banks across Maine with the goal of getting people to think differently about a career in the banking industry.

"Many businesses are struggling to fill positions right now and banks are no exception," said Jim Roche, President of Maine Bankers Association. "Though banking is typically regarded as a competitive industry, our members are all facing the same challenges and know how important it is to come together to tackle those as a united front."

Maine Bankers Association has been representing Maine's banking industry since 1893 and has more than 30 financial institutions currently represented in its membership. MBA provides banks with a forum to exchange industry information, complete training and staff certification, and gain representation in legislative and regulatory matters.

"We want people to consider banking when they are exploring career opportunities," said Karen Hakala, Senior Vice President, Marketing, of Norway Savings Bank and MBA Marketing Committee Chair. "Whether it's your first job or you're making a career change, banking can be a great fit. There are a variety of jobs, incredible benefits, and a very real opportunity to design your career path with leadership to support you every step of the way."

Maine banks employ 9,000 people and offer a wide variety of careers including accounting, marketing, information technology (IT), lending, management, security, customer service, and human resources. In addition, banks typically offer great employment benefits such as tuition reimbursement, paid holidays, competitive salaries, volunteer opportunities, paid sick and vacation days, and set hours. Banks also place a lot of value on professional development, providing training and mentorships that will foster an employee's growth within the company.

For more information about a career in banking and to explore available positions at MBA's member banks, please visit mainebankers.com/find-yourself-in-banking.

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About Maine Bankers Association

The Maine Bankers Association (MBA) represents Maine's banking industry and its 9000 employees statewide. Maine's banks operate 454 offices in nearly every community throughout the state, where they assist Maine's citizens and businesses with financial decisions that improve the quality of life for everyone. With assets exceeding \$36 billion, the Maine banking industry is the economic engine for our state. MBA provides Maine banks with a forum to exchange valuable industry information; gain maximum representation in state and federal legislative and regulatory matters; receive education, training and staff certification; and wield greater collective purchasing power.