

Job Title: Digital Communications Manager

Department: Information Technology

FLSA Status: Exempt

Reports to: Vice President & Director of Information Technology

Digital Communications Manager at Chain Bridge Bank, N.A.

Chain Bridge Bank, N.A. is seeking a Digital Communications Manager responsible for the technical structure, metadata completeness, discoverability, and ongoing maintenance of the Bank's public website, as well as management of the Bank's email communications platform and social media presence.

This is a technical role, not a marketing or copywriting role. The position focuses on ensuring that all digital platforms are implemented and maintained in accordance with established standards for structure, deliverability, measurement, and compliance so that content is well organized, discoverable, and consistently maintained over time.

Substantive content for the website, email communications, and social media is developed by internal business, trust and fiduciary, lending, operations, and legal and compliance teams. This role is responsible for technical implementation, optimization, and stewardship, not authorship of core business copy.

The Bank is actively developing a new website. This role supports the Bank's digital platforms over time by maintaining consistent technical and discoverability standards across both existing and future environments.

About Chain Bridge Bank, N.A.

Chain Bridge Bank, N.A. ("Chain Bridge" or the "Bank") is a nationally chartered bank regulated by the Office of the Comptroller of the Currency and a wholly owned subsidiary of Chain Bridge Bancorp, Inc., a Delaware corporation and registered bank holding company. Chain Bridge Bancorp, Inc.'s Class A common stock is listed on the New York Stock Exchange under the ticker symbol "CBNA."

The Bank provides commercial banking and trust and wealth management services to clients nationwide through a technology-enabled operating model. As a regulated financial institution, the Bank places a premium on accuracy, clarity, and disciplined execution in all public-facing systems and communications.

Key Responsibilities

Website Structure and Metadata Stewardship

- Own and enforce standards for page titles, meta descriptions, headings (H1–Hn), URL structure, internal linking, and structured data.
- Ensure all website pages are implemented with complete and accurate metadata and structural elements.

- Maintain consistency and technical discipline across all sections of the website.

Discoverability and Technical Optimization

- Ensure the website meets technical requirements for indexing, crawlability, and discoverability.
- Monitor and validate page-level structure to maintain high standards of technical completeness.
- Support ongoing improvements to website organization and discoverability as content evolves.

Email Communications Management

- Manage the Bank's email communications platform (currently Constant Contact) for client alerts, updates, and other authorized messages.
- Implement approved email content with accurate formatting, proper branding, and functional links.
- Maintain email distribution lists and ensure compliance with CAN-SPAM Act requirements and other applicable regulations.
- Monitor deliverability metrics, open rates, and engagement data to support continuous improvement.
- Coordinate email scheduling and deployment in accordance with internal approval workflows.

Social Media Management

- Maintain the Bank's presence on LinkedIn and X (formerly Twitter), including profile information, branding elements, and account settings.
- Post approved content on established schedules and in accordance with internal approval workflows.
- Monitor account activity, engagement metrics, and mentions relevant to the Bank while ensuring social media activity complies with regulatory guidance applicable to financial institutions.

Analytics and Measurement

- Use Google Analytics and platform-specific tools to monitor performance across website, email, and social media channels.
- Ensure analytics tagging and measurement are implemented consistently and correctly.
- Use data to support continuous improvement of digital platform structure and performance.

Ongoing Platform Maintenance

- Support the transition and long-term maintenance of the Bank's website and digital communications platforms.
- Prevent degradation of quality and structural standards as new content is added or existing content is updated.
- Maintain documentation, checklists, and processes to support consistent platform hygiene.

Technical Coordination

- Work with developers and external vendors to support platform updates, enhancements, and technical improvements.
- Support accessibility, mobile responsiveness, and performance best practices.
- Identify technical or structural risks and propose corrective actions.

Cross-Functional Execution

- Receive approved content from internal stakeholders and implement it accurately across digital platforms.
- Ensure content is placed correctly within platform structures without altering substantive meaning.
- Coordinate with legal and compliance personnel as needed to support accurate implementation.

Qualifications and Experience

Required

- Proven experience in technical website management, SEO implementation, or digital optimization, with direct responsibility for page structure, metadata, and discoverability.
- Experience managing email marketing or communications platforms such as Constant Contact, Mailchimp, or similar tools.
- Experience maintaining corporate or professional social media accounts on LinkedIn and X.
- Demonstrated proficiency using AI tools in a professional, operational context, including applying AI to technical analysis, metadata creation, audits, and workflow efficiency.
- Training and hands-on experience with Google Analytics, including page-level analysis and interpretation of performance data.
- Strong understanding of page titles, meta descriptions, heading structures, indexing behavior, and website architecture.
- Experience working in CMS-driven environments supporting complex websites.
- High attention to detail and a strong quality-control mindset.

Preferred

- Experience optimizing websites for AI-driven discovery platforms, including large language models and generative AI search engines (sometimes called Generative Engine Optimization or GEO).
- Experience preparing websites for interaction with automated or agent-based AI systems, including structured content that supports AI-driven navigation and task completion (sometimes called Agentic AI Optimization or AAO).
- Familiarity with how AI-driven discovery differs from traditional search, including entity recognition and structured content extraction.
- Familiarity with structured data standards and schema markup.
- Experience supporting digital communications in regulated or professional services environments.
- Understanding of regulatory guidance applicable to financial institution social media and electronic communications.

- Ability to write clear, accurate page titles and meta descriptions.

Compensation

Compensation will be commensurate with experience and qualifications. This role is eligible to participate in the Bank's annual incentive compensation plan, under which employees may earn a cash bonus based on the performance of the Company and the team, with an emphasis on financial results and risk management. Plan terms, eligibility, and payout amounts are determined at the sole discretion of the Bank and are subject to change. This position may be performed on-site in McLean, Virginia, or remotely within the United States, subject to role requirements and management approval.

Benefits

Chain Bridge offers a professional benefits package consistent with a regulated banking environment, including:

- Competitive base salary
- Comprehensive health benefits (medical, dental, and vision)
- 401(k) retirement plan with employer contribution
- Paid time off, including vacation, holidays, and sick leave
- Annual incentive compensation plan
- Professional development opportunities relevant to the role and the Bank's operating environment

Compliance

It is understood that complying with all applicable safety and soundness and consumer compliance laws and regulations, taking the annually required consumer compliance courses, and adhering to the policies and procedures that facilitate compliance will all be factors considered when evaluating individual performance. Individual performance is rewarded in annual salary adjustments. Bank compliance with laws and regulations is a factor considered in the calculation of incentive compensation. The ratings that the Bank receives from its regulators and its auditors are factored into the annual incentive compensation calculation.

Your adherence to these laws and regulations and the policies and procedures that support them directly affect the Bank's compliance. Annual incentive compensation rewards team performance. An employee will not be eligible for incentive compensation unless he/she takes the consumer compliance courses required of all employees and all the required consumer compliance courses for his/her job description or job responsibilities by the end of each calendar year. All required consumer compliance courses for the applicable year will be outlined in the Compliance Management Program.

How to Apply

To apply, send a cover letter and resume in PDF format to hr@chainbridgebank.com. We look forward to reviewing your application and introducing you to our team at Chain Bridge Bank, N.A.

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