

Marketing and Communications Contingency Plan

1.0 Purpose & Scope

This Marketing and Communications Contingency Plan ensures the continuity of Oregon Pacific Bank's marketing operations and communication functions—both during normal operations and in the event the Marketing Manager is unavailable.

It defines the core responsibilities of the Marketing Manager, outlines key internal and external collaborators, and provides a clear framework for maintaining or restoring essential communication channels. These include the Bank's corporate website, social media platforms, email communications, Google business profiles, media channels, Help Desk Request process, ordering site, and internal messaging systems.

This plan applies to all communications-related activities, including:

- Internal communication (employee intranet, team messaging, internal announcements)
- External communication (website updates, social media, press releases, email campaigns)
- Coordination with third-party vendors (e.g., Muze Marketing, web hosting providers)

The plan is designed to:

- Maintain consistent, timely, and brand-aligned communication with clients and employees
- Ensure seamless coordination between internal teams and external partners
- Provide a structured response process for crisis communications and digital channel management
- Establish clear contingency procedures in the absence of the Marketing Manager
- Enable staff to contribute to communications within compliance and brand guidelines
- Safeguard the Bank's reputation and minimize disruption during unexpected events

This document serves as a centralized reference for business continuity and should be accessible to all relevant stakeholders.

2.0 Roles and Responsibilities

This section outlines the key individuals and teams responsible for managing Oregon Pacific Bank's marketing and communications functions, both during normal operations and in the event the Marketing Manager is unavailable.

2.1 Internal

Marketing Manager (Primary)

- Leads all marketing operations and external communications, including website updates, social media, public relations, and email campaigns.

- Oversees the Marketing Help Desk system and reviews incoming requests submitted via the portal at <http://opbresourcecenter.com>.
- Monitors the shared inbox (marketing@opbc.com) in collaboration with Muze Marketing to ensure visibility and continuity.
- Coordinates messaging strategy and approvals with the Executive Team and Compliance.
- Serves as the primary liaison with Muze Marketing for campaign planning, digital support, and crisis response.

Executive Team

- Oversees the Bank's overall crisis response strategy.
- Reviews and approves high-impact or time-sensitive public communications.
- Activates the contingency communication plan if the Marketing Manager is unavailable.

Executive Administrative Assistant

- Serves as the first backup point of contact in the absence of the Marketing Manager.
- Coordinates with Muze Marketing to execute approved communications.
- Ensures timely routing of messages to the Executive Team for review and approval.

IT Department

- Maintains the Bank's technical infrastructure and digital communication tools.
- Coordinates with web hosting providers to restore or update the website as needed.
- Supports the Marketing Manager or Muze Marketing in implementing website changes.



Compliance Officer

- Reviews all external communications to ensure compliance with regulatory requirements.
- Provides guidance on legal notices, customer communications, and press releases during a crisis.

2.2 External Partners

Primary Contact: Muze Marketing

Stephanie Hanussak, CEO

 Office: (541) 673-5506 |  Cell: (541) 391-3116

 Email: stephanie@muzemarketing.com

 Address: 303 Melrose Road, Roseburg, OR 97471

Role & Responsibilities:

- Serves as Oregon Pacific Bank's official advertising agency partner and an extension of the internal marketing team.
- Collaborates with the Marketing Manager on campaign planning, digital execution, and Help Desk triage.
- Reviews Help Desk submissions twice weekly (Tuesdays and Thursdays).
- Has access to the shared inbox (marketing@opbc.com) for full visibility into marketing requests.
- Authorized to manage the Bank's website, social media, Google business profiles, and email marketing tools.
- May publish press releases via Business Wire (pending approval).
- Steps in to manage external communications if the Marketing Manager is unavailable.

Approval Levels:

- Independent Approval: Routine social media posts, minor website updates, holiday alerts.
- Executive Approval Required: Press releases, crisis communications, and high-impact announcements.

2.3 Communication Hierarchy & Backup Structure

To ensure continuity, the following hierarchy should be followed if crisis communication plan is needed:

1. **Primary Contact:** Marketing Manager
 - Initiates, approves, and coordinates all internal and external communications.
2. **First Backup:** Executive Administrative Assistant
 - Coordinates with Muze Marketing and ensures Executive Team approvals.
3. **Second Backup:** Executive Team
 - Assigns an internal leader (e.g., Compliance Officer or IT Head) to oversee communications if both the Marketing Manager and Executive Assistant are unavailable.

3.0 Communication Strategy

In any situation—routine or crisis—Oregon Pacific Bank’s communication strategy prioritizes clarity, consistency, and speed. This section outlines how communication channels are managed, how priorities are set, and what processes are followed when the Marketing Manager is available or unavailable.

3.1 Channel Prioritization by Crisis Type

Note: All client-facing communications should also be shared internally via Teams, SharePoint, and or email to ensure staff are aligned and prepared to respond to client inquiries.

Crisis Type	Priority 1	Priority 2	Priority 3
Service Disruption	Website & Online Banking Alert	Social Media	Email
Branch Closure	Website & Online Banking Alert	Social Media	Email
Urgent Regulatory Update	Email	Website Alert	Social Media
Natural Disaster/Outage	Social Media	Email	Website Alert
Reputational Risk	Email	Website Blog Post	Social Media

3.2 Standard Process (When Marketing Manager is Available)

1. **Assessment & Planning**
The Marketing Manager collaborates with relevant stakeholders to assess the situation and determine the appropriate communication strategy.
2. **Execution**
The Marketing Manager writes copy and leads updates to the website, social media, and other digital channels. If needed, Muze Marketing is engaged to support execution.
3. **Coordination & Compliance**
All messaging is reviewed with Compliance and the Executive Team as appropriate. Internal updates are

shared with staff to ensure alignment.

3.3 Contingency Process (When Marketing Manager is Unavailable)

1. **Activation of Backup Protocol**
The Executive Administrative Assistant notifies Muze Marketing to assume responsibility for external communications.
2. **Execution by Muze Marketing**
Muze Marketing writes copy and updates the Bank's website, social media, and other digital channels using pre-approved messaging or in coordination with the Executive Team.
3. **Internal Communication**
If internal systems are down, team leaders initiate manual communication via phone or pre-set group texts. Offline contact lists should be used as needed.

4.0 Dependencies & Offline Communication Strategy

4.1 Internal Dependencies

The following internal teams are essential to maintaining communication operations:

- **IT Department**
Maintains the Bank's digital infrastructure and communication tools. Coordinates with web hosting providers to restore or update the website and supports the Marketing Manager or Muze Marketing in executing digital updates.
- **Compliance Department**
Reviews and approves all external communications to ensure regulatory compliance, especially during crisis events or when issuing legal notices and press releases.
- **Executive Team**
Provides strategic oversight and final approval for high-impact communications. Activates contingency protocols if the Marketing Manager is unavailable.

4.2 External Dependencies

- **Muze Marketing**
Oregon Pacific Bank's official advertising agency partner. Manages website updates, social media, email marketing tools, and Google business profiles. Has access to the shared inbox (marketing@opbc.com) and the Marketing Help Desk system. May assume full communication responsibilities in the absence of the Marketing Manager.
- **Web Hosting Providers**
Managed in coordination with IT. Responsible for restoring website functionality and supporting emergency updates.

4.3 Offline Communication Strategy

In the event that digital tools (email, Teams, website, etc.) are inaccessible, the following offline procedures should be activated:

- **Designated Offline Coordinators**
Each department or branch should assign a team leader responsible for relaying updates via phone or in-person communication.
- **Pre-Set Group Texts**
Group SMS threads should be established for branch managers and key personnel to ensure rapid information sharing.
- **Emergency Contact List**

A secure, regularly updated offline contact list should be maintained and accessible to the Executive Team, Marketing, and branch leadership.

- **Printed Protocols**

A printed version of this contingency plan should be stored in each branch's emergency binder for reference during outages.

Appendix A: Reference Materials & Media Channels (In Process)

For internal use only – maintained by the Marketing Department

This appendix provides a centralized list of tools, platforms, and procedural guides used to support Oregon Pacific Bank's marketing and communications functions. These resources are intended to assist internal stakeholders and agency partners in executing communications in the absence of the Marketing Manager.

All documents listed below are stored []. For access or updates, contact: marketing@opbc.com

Internal Guides & Procedures

- **Teleweb Admin Guide** – Posting alerts and banners in Online/Mobile Banking
 - **Business Wire Submission Guide** – Steps for submitting and scheduling press releases
 - **Marketing Help Desk Protocol** – How to submit and triage requests via opbresourcecenter.com
 - **Social Media Access & Posting Guide** – Platform access, posting standards, and approval workflows
 - **Email Marketing SOP** – Campaign setup, segmentation, and compliance (Mailchimp/Delivra)
 - **Emergency Contact List** – Updated quarterly; includes internal and agency contacts
 - **Shared Inbox Access** – Instructions for accessing and managing marketing@opbc.com
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Active Media Channels & Platforms

- **Website** – www.oregonpacificbank.com (WordPress; managed with Muze Marketing)
- **Google Business Profiles** – All six branch listings; used for hours, updates, and local SEO
- **Facebook & Instagram** – Primary social media platforms; includes branch-specific pages
- **LinkedIn** – Used for professional updates, hiring, and community engagement
- **YouTube** – Used for educational videos, fraud prevention, and case studies
- **Email Marketing** – Managed via Mailchimp and/or Delivra
- **Basecamp** – Used for project management and campaign execution timelines
- **Marketing Help Desk** – Centralized request portal for internal stakeholders
- **SharePoint** – Repository for brand assets, templates, and operational documentation