

Position Description

Date of Creation: April 2021
Position Title: Marketing Specialist
Department: Marketing
Location: Canberra network
Reports To Position: General Manager, Transformation and Sales

Organisational

SERVICE ONE Alliance Bank (SERVICE ONE) is a 100% customer-owned mutual and social enterprise, with Branches across the ACT and South Eastern NSW. SERVICE ONE has approximately 20,000 customers (known as our Members) and we are known for our professional and personal approach. SERVICE ONE provides customers with access to a wide range of financial, banking and community solutions.

At SERVICE ONE we instil a culture that acknowledges staff are an integral part of achieving our goals and actively invest in, develop and empower our people to assist customers with their financial needs and make dealing with us as easy as possible.

Job Purpose

The Marketing Specialist is responsible for end-to-end design, development and delivery of marketing activities with a core focus on digital.

What we need:

-) Ability to handle concurrent marketing activities, execute with accuracy and speed, with a keen focus on digital.
-) Digitally-driven and tech-savvy, yet an understanding and respect of all marketing channels.
-) Disciplined multi-tasker, on-the-ball and always thinking “why not?” and “what’s next?”
-) Measure, analyse and report on the effectiveness of product marketing programs periodically to identify opportunities to drive continuous improvements; and
-) Extensive experience with end-to-end campaign planning, competitor analysis, execution and reporting, while completing continuous optimisations to ensure the successful launch of marketing campaigns.

Reporting & Relationships

The Marketing Specialist reports directly to the General Manager, Transformation and Sales.

ACCOUNTABILITY

Strategy

- J Market research resources are utilised and analysed to understand customer dynamics and behaviours and relevant intelligence is incorporated in marketing planning.
- J Oversee and coordinate implementation of digital strategy and initiatives to grow market position and meet business objectives.
- J Provide guidance and direction for the development of the social media strategy and manage all social ads.

Digital

- J Drive revenue growth utilising and integrating all digital channels, including SEO, social and video/content marketing.
- J Development and ongoing management of digital marketing analytics and performance reports across channels.
- J Oversee website and intranet content changes to implement optimisations as required.
- J Ongoing analysis of customer behaviour patterns to improve digital initiatives.
- J Manage social media content calendar, maintain response matrix and respond to customer enquiries.
- J Internet and intranet are updated regularly to ensure product information is current.

Campaigns

- J Oversee and coordinate the planning and production of marketing campaigns that are on time and on budget.
- J Align marketing campaigns and event activities to overarching business objectives.
- J Adapt and refine marketing approach to span a wide range of ATL/BTL channels, activities, assets, collateral and products.
- J Continually track, optimise and measure marketing campaigns, activity and results to deliver accurate, timely and relevant reporting and analysis.
- J The core positioning and proposition for each of SERVICE ONE's products defined and clearly articulated to staff and customers through marketing activities.
- J Other opportunities to support promotion of SERVICE ONE's products (i.e. sponsorships/partnerships or customer networks) are identified and utilised.

Analytics and technology

- J Manage research and analytics tools, including but not limited to, Google Analytics, internal reports and customer data.
- J Translate data insights and interpret business and environmental data to deliver insights.
- J Proactively conduct gap analyses to identify current and future opportunities within the customer journey.

) Other duties within the employee's skill, competence and training.

QUALIFICATIONS, KNOWLEDGE AND EXPERIENCE

- Tertiary qualifications in a relevant discipline.
- Strong understanding of both traditional and digital marketing activities and channels.
- Experience in collaborating with a range of key service providers, such as creative agencies, media buyers, designers and printers.
- Ability to report on campaign results, articulate insights and measure and demonstrate link to business objectives.
- Experience in website content management and maintenance.
- Excellent presentation and confident communication, negotiation and interpersonal skills.

SKILLS AND ATTRIBUTES

- Attention to detail. Examines issues thoroughly, using information gained to identify details important to the matter at hand, monitoring work to ensure accuracy.
 - Decisiveness. Consistently makes sound decisions, acts given reasonable access to information and time, utilises information, knowledge and experience to analyse and form judgments.
 - Independence. Self-directed and proactive, able to work with minimal supervision, yet know when to seek advice and support.
 - Customer-centered orientation. Puts the customer at the center and commits to delivering high-quality customer experience, values the provision of accurate and timely responses.
 - Resilience. Manage and cope with potentially high levels of pressure relating to change, balancing timelines, project dependencies and resources.
 - Digital skills. Uses a wide range of software features for word processing, research, analysis and communication.
 - Interpersonal skills. Assesses the priorities, expectations and behaviour of others in order to establish and maintain effective working relationships with subordinates, peers and superiors from across the organisation and externally.
 - Presentation skills. Structures and presents information clearly to various audiences, using approaches that capture audience interest.
 - Project management skills. Develops clear project plans and timelines, regularly communicating with stakeholders and monitors project progress, operating within budget and required standards.
 - Writing skills. Uses clear, concise language in all written products, and includes content appropriate for the purpose and audience.
-) Values. Exemplifies SERVICE ONE values in every interaction with, customers, staff and other stakeholders.

Special Requirements

Work out of hours may be required on occasion
Participation in local community events and activities