

Marketing Manager



Purpose

The purpose of this role is to deliver and coordinate marketing campaigns, communications and projects across TSB's products, services and brand activities, ensuring successful execution and compliance with brand and regulatory requirements.

Role dimensions

- **Reports to:** Senior Marketing Manager
- **Division:** Product and Marketing
- **Job family:**
- **Location:** Auckland or New Plymouth
- **Direct Reports:** 0
- **Financial Authority:** No

Person specifications

- A degree in marketing, communications or related discipline
- 3-5 years experience in Marketing or related role
- Strong background in customer acquisition and retention communications and sound understanding of customer experience
- Demonstrated stakeholder management skills
- Proven communication
- Background within financial services and understanding of the industry is preferred

Role specific areas of responsibility

- Deliver marketing campaigns and brand initiatives that support TSB's products, services and business objectives.
- Manage marketing projects from brief through to delivery, working with stakeholders and agency partners to achieve agreed outcomes.
- Develop and coordinate customer and internal communications, collateral, website content and marketing materials, ensuring compliance with brand and regulatory requirements.
- Support branch marketing, branch refresh initiatives and signage requirements in line with established guidelines.
- Drive sponsorship activation, events, promotions and prize draws to maximise engagement and business outcomes.
- Report on campaign and project performance, including evaluation, ROI and recommendations for future activity.
- Provide marketing support across the team and contribute to additional initiatives as required.
- From time to time there may be additional activity not contained within this position description that the appointee is to complete in the interests of the appointment and their own personal development.

This position description provides a broad overview of responsibilities. The position description is a living document, and the Bank reserves the right to amend from time to time as required.