Marketing Manager - Cards

Purpose

The primary purpose of this role is to lead and deliver marketing activity for TSB's debit and credit Mastercards. The role supports card growth and customer experience through campaigns, customer communications, digital content and the management of Mastercard-related collateral. It requires an experienced marketing manager with strong hands-on delivery capability.

Role dimensions

- **Reports to**: Head of Brand & Marketing
- **Division:** Product and Marketing
- **Location:** Auckland, New Plymouth or Wellington
- **Direct Reports:** 0
- **Term:** Full time, fixed term contract

Person specifications

- A degree in marketing, communications or related discipline
- 5-10 years' experience in a Marketing role working with agencies
- Strong background in customer acquisition and retention communications a good understanding of customer experience
- Demonstrated stakeholder and project management management skills
- Confident writing and editing web and customer-facing copy
- Self sufficient and able to manage multiple workstreams at pace
- Background within financial services and understanding of the industry is preferred

Role specific areas of responsibility

- Lead the planning and delivery of integrated marketing campaigns for TSB Mastercard debit and credit cards across relevant channels
- Develop campaign briefs and coordinate internal teams and agency partners to deliver work to agreed timelines, budgets and quality standards
- Support performance marketing and Mastercard-related search activity, using campaign results to recommend improvements
- Develop and maintain clear, accurate and customer-friendly card content across TSB's website and other digital channels
- Support the development of compliant customer communications across email, in-app, web and other owned channels
- Maintain a working knowledge of TSB's Mastercard-related collateral across customer and business touchpoints
- Keep a record of collateral and coordinate updates when product, brand, customer or compliance requirements change
- Work with relevant teams to check collateral, make sure current versions are available and withdraw or replace outdated versions
- Manage and review agency work in line with TSB's brand, quality and approval requirements
- Create campaign, web and customer communication content directly where appropriate
- Act as the day-to-day marketing contact for Mastercard activity, working with internal stakeholders and Mastercard as required
- Report on campaign results and recommend improvements

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.