

Marketing Communications Manager



Purpose

This role is responsible for developing content strategies and leading the development of compelling narratives and engaging content that resonates with our target audiences across multiple platforms. You'll play a key part in shaping how our brand communicates, ensuring our messaging is consistent, impactful, and aligned with our strategic goals. You'll ensure we have cohesive messaging across all our touchpoints.

Role dimensions

- **Reports to:** Senior Marketing Communications Manager
- **Division:** Product & Marketing
- **Direct Reports:** N/A

Person specifications

- 5 + years' experience in a social media or digital communications role with sound experience of SEO, content development and social media
- A relevant tertiary qualification in marketing
- Experience with tools to help manage digital channels including social media platforms and google analytics
- Strong written communication skills, including creative writing, editing and proofreading skills and strong stakeholder management
- Strong attention to detail and high accuracy
- Excellent interpersonal and relationship-building abilities, capable of working effectively at all levels
- Prior experience working in a fast paced Corporate/ Financial Services environment would be beneficial
- Highly organised with strong project management skills

Role specific areas of responsibility

- Responsible for developing and implementing content strategies for various communication channels, ensuring alignment with overall marketing objectives and brand guidelines / tone of voice.
- Lead the creation of diverse and engaging content, including but not limited to:
 - **Social Media:** Crafting posts, campaigns, and community engagement initiatives for all social platforms. Working with stakeholders across the bank to ensure we maintain a high level of community management.
 - **Customer Communications:** Develop clear and effective communications to customers across our channels edm, messaging and post, newsletters, service updates, and direct marketing materials.
 - **Web Copy:** Proactively uplift the quality of content on our website - writing and editing compelling and SEO-/ AI summary friendly copy for the public website, including new pages, features, and updates, ensuring it aligns with the brand voice and marketing objectives.
- Monitor and analyse the performance of communication content across channels (e.g., social media engagement, email open rates, website content performance in collaboration with the Digital Team).
- Use insights and data to continuously optimise content for better SEO, reach, engagement, and conversion.
- Partner effectively with the Digital & UX Team on all website content initiatives, providing finalised copy that aligns with SEO best practice and UX and technical requirements.
- Work cross-functionally with corporate affairs, product, sales, customer service, and other internal teams to gather information and ensure accurate and timely communication.

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