

Direct Marketing Manager, E-Commerce Lead



Purpose

To lead the bank's digital campaign activity across web, mobile and social maximizing the high-quality traffic to our site, reducing CPA and engagement with our brand. Initiatives undertaken will deliver to the Bank's strategic KPIs including but not limited to brand, customer and product growth targets. Engagement with key stakeholders will be across business units within Marketing as well as establishing effective cross functional relationships throughout the organisation.

Role dimensions

Reports to: Head of Digital

Department: Marketing and Customer Experience

Job family: Technical Specialist

Location: New Plymouth or Auckland

Direct Reports: Nil

Financial Authority: No

Person specifications

- 5+ years' experience working in a senior marketing product or channel ownership role
- A motivated positive outlook and one team approach
- A Bachelor's Degree in marketing, communications or related discipline
- Strong stakeholder management skills
- Experience within financial services and understanding of the industry would be advantageous
- A systematic, one team mindset and the drive for continuous improvement

Role specific areas of responsibility

- End-to-end website channel management
- Sprint planning and website design, development, and deployment
- Business-as-usual digital channel marketing campaigns
- Digital customer journey ownership and optimisation

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.