

# Position Description

## Marketing Specialist



The Cooperative Bank

### Our purpose

Our long-term aspirations are to develop more long-term value-based relationships with our customers, and for our people to grow and develop so that they are better off working at the Co-operative.

### Our values

Our values represent who we are, how we think, and how we behave to bring these to life every day. You'll demonstrate behaviours that define our core values and support an inclusive culture with a strong teamwork spirit.



### About the team

A fun group of committed and passionate marketers who believe in a better way of banking. Our Marketing team is responsible for driving brand strategy, customer engagement and business growth through innovative and data-driven marketing campaigns. The team collaborates closely with product, customer banking and technology teams to ensure a seamless customer experience across all channels. The team is also responsible for curating customer insights, leveraging data analytics and leading customer experience strategies to ensure marketing initiatives have a customer centric approach.

### Purpose of this position

To support the development, and drive the execution, of the Bank's marketing strategy, with the outcome of growing the bank while contributing to the win on brand strategic priority battle.

Position reports to: Head of Marketing

### Challenges and opportunities of this role

This area is to focus on the key areas that are the most challenging to navigate but also most important to get right for this position, within our operating environment.

- Leverage audience insight and brand content to identify, connect and motivate target audiences to take action.
- Implement a brand and marketing strategy that optimises the effectiveness and efficiency of the Bank's communications in a highly competitive and commoditised category.
- Create and refine effective existing customer campaigns that leverage tenure and customer behaviour data, and include a mix of triggered, targeted broad sales and brand campaigns.
- Attain and maintain activity at the leading edge of paid media practices (specifically digital), ensuring target audience engagement
- Inform activity with robust customer and marketing performance data, adopting a test and learn approach to the development and implementation of campaign activity
- Influence and lead change across multiple stakeholder groups both internally and externally, including communication of activity performance.
- Support both internal and external communications objectives with specific initiatives.

### How you will contribute:

What you'll do	Success will mean
<b>Marketing Communications Strategy Development</b>	
<p>Support the Head of Marketing in the annual development of the marketing communications strategy and inspire stakeholders to engage with that strategy.</p> <p>Work closely with the Head of Insights and Experience and the Brand Manager to inform strategy development, ensuring the Bank's paid media and customer marketing communications are engaging the right people at the right time and with the right messages.</p> <p>Support the Brand and Communications Managers on specific initiatives to drive differentiated brand profile in market.</p>	<ul style="list-style-type: none"> <li>• Annual marketing communications strategy and road map have buy-in and sign off from the Senior Leadership Team.</li> <li>• Strong staff engagement with the marketing communications strategy and direction.</li> </ul>
<b>Marketing Communications Implementation</b>	
<p>Lead the planning and implementation of integrated marketing communications activity that delivers to the brand and marketing strategy and change management needs. This includes managing the paid media strategy and adapting this based on business outcomes.</p> <p>Collaborate with agency partners to deliver efficient and effective always on and campaign activity.</p>	<ul style="list-style-type: none"> <li>• Effective and efficient Marketing activity that delivers business results.</li> <li>• Marketing communications activities reflect best practice.</li> <li>• Test &amp; learn programme established and well communicated.</li> </ul>

What you'll do	Success will mean
<p>Work with Product team to develop targeted marketing that supports acquisition, retention and product simplification.</p> <p>Manage the test and learn programme through campaigns to set benchmarks and push for continual optimisation.</p> <p>Work closely with the brand and digital team to ensure SEO activity is integrated and optimised as part of the marketing strategy.</p>	
<b>Brand Content Optimization</b>	
<p>Work closely with the Brand Manager to ensure the content strategy and resulting brand-led content delivers to the strategy and meets the needs of acquisition and existing customer audiences.</p> <p>Work closely with Products, Technology and Customer Banking teams to ensure messages and campaigns are consistent across multiple audience touch points and aligned with product strategies.</p> <p>Implement brand content in advertising that motivates target audience action.</p> <p>Ensure all content is aligned to brand guidelines and signed off by Stakeholders prior to release.</p>	<ul style="list-style-type: none"> <li>• Awareness, preference, and consideration for the Bank increase (the Bank is more relevant to more people).</li> <li>• Strengthen the bank's reputation as trusted and values driven, with the ability to support our customers to better financial outcomes – the everyday bank for our customers.</li> <li>• The brand is contributing significantly to new customer and product growth targets.</li> </ul>
<b>Analysis and Reporting</b>	
<p>Own the post-implementation review framework for always on and campaign media activity, including communicating results with stakeholders and integrating learnings into future activity</p> <p>Monitor and report on metrics of customer experience across digital channels, with a key focus on website engagement.</p>	<ul style="list-style-type: none"> <li>• Targeted campaign results are delivered</li> <li>• The impact of marketing performance on business growth is understood and communicated.</li> <li>• Learnings can be used to improve campaigns and always on activity</li> </ul>
<b>Leadership</b>	
<p>Support the fostering of key marketing-related agency relationships, ensuring the development of strategic partnerships.</p>	<ul style="list-style-type: none"> <li>• Strategic partnerships are in place with marketing-related agencies, delivering</li> </ul>

What you'll do	Success will mean
<p>Lead cross-functional project teams to deliver marketing communications activities across the Bank.</p> <p>Contribute to the growth of a high performing Marketing team that aspires to be at the leading edge of financial marketing.</p>	<p>outstanding work (e.g. Marketing Impact, D3), delivering outstanding work.</p> <ul style="list-style-type: none"> <li>• Campaigns launched with strong involvement across the bank, ensuring successful execution.</li> <li>• People engagement survey measures.</li> </ul>
<b>Healthy and safe work environments</b>	
<p>Follow all health and safety policies, standards, emergency procedures and plans.</p> <p>Participate in health and safety activities, training and meetings as required.</p> <p>Reports hazards, near misses, injuries, incidents, and ideas for continuous improvement.</p> <p>Cease work if an unsafe situation arises and seek assistance.</p>	<ul style="list-style-type: none"> <li>• Having healthy and safe ways of working.</li> <li>• All workers feel empowered to and aware of opportunities to participate in health and safety activities.</li> <li>• Our people can easily report hazards, near misses, injuries, incidents, and ideas for continuous improvement.</li> <li>• Workers stop work if they feel unsafe and connect with their people leader or other workers for assistance.</li> </ul>

## Decision making and responsibilities

### a) Decisions and/or financial accountabilities:

- There is no delegated authority for Operational and Capital expenditure
- Delivery of marketing communication metrics (awareness, engagement & conversion)
- Contribution to customer numbers growth
- Maintenance of customer satisfaction (NPS)

### b) Actions and decisions that are recommended to a higher level of management for approval:

- Strategic media and campaign recommendations
- Creative asset approval
- Budget expenditure

## Qualifications and experience

- 5 years minimum marketing experience, including a proven track record of planning and developing successful marketing programs aimed at attracting new customers and delighting existing customers.
- Experience in applying data-driven analytical skills to marketing activities
- Previous experience in the following would be desired
  - Product growth marketing
  - Digital analytical tools such as Google Analytics
  - Direct marketing campaign development and implementation
- Tertiary qualification in marketing (or relevant area)
- Banking experience desired but not essential

## Skills and attributes

### Technical Skills

- Strategic Thinking Can develop and execute strategy that leverages the core competencies of the business.
- Media Best Practice: Understands the full media mix and can develop and implement a marketing strategy that most effectively and efficiently achieves business and customer outcomes.
- Data Analytics: Ability to analyse customer data and behaviours to optimise customer experience and media performance.
- Content generation: Ability to bring content to life through strong copy writing skills and flexible style that can apply unique brand tone of voice

### Personality Attributes

- Proactive: Takes initiative and can take ownership of projects to drive them to completion.
- Inquisitive: Looks for insights and understanding, particularly using data.
- Adaptability: Can adapt to the changing needs of the business and has good learning agility.
- Courage: The audacity and tenacity to lead the delivery of leading-edge communications where the way forward is unclear.
- Results driven: Sets goals, able to develop a pathway to deliver, and is focused on achievement.

## Leadership Skills

You will be expected to demonstrate behaviours from our Leadership skills framework through your actions, the way you work and how you work with others.