

# Digital Channel Specialist



## Purpose

The Digital Channel Specialist is responsible for managing all digital performance marketing activity, including search engine marketing (SEM), Retargeting, and always on digital activity. They will also support in the development and implementation of a digital content strategy across our website and mobile channels. 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 mid-level to senior digital marketing channel ownership role
- A motivated positive outlook and one team approach
- A Bachelor's Degree in marketing, communications or related discipline; or equivalent industry experience
- Strong stakeholder management skills
- Experience within financial services and understanding of the industry would be advantageous
- Experience with the CMS platform Drupal would be advantageous
- A systematic, one team mindset and the drive for continuous improvement

## Role specific areas of responsibility

- Manage and optimise TSB's digital, always-on digital campaigns to drive a measurable increase in ROI.
- Develop, manage and optimise TSB's Search Engine Marketing (SEM) strategy to drive an increase in ROI.
- Develop and implement TSB's retargeting campaigns, including development of a "cookieless" strategy, to ensure we are adhering to industry best-practices.
- Execute marketing campaigns within digital marketing channels to support wider marketing activity and drive a measurable increase in campaign performance.
- Maintain and optimise TSB's website Content Management System (CMS), which includes content publishing.
- Support in the design, build, and publishing of new pages on behalf of content owners.
- Drive growth by identifying key performance opportunities to improve digital conversion rate optimisation (CRO)
- Build targeted, personalised user journeys across our key digital channels to ensure a best-in-class customer experience.
- Engage with internal and external stakeholders to facilitate the planning, strategy, measurement and reporting of all digital channels to identify optimisation opportunities and insights to help inform future digital activities.
- Leverage a suite of marketing analytics dashboards and reporting tools to track key customer and portfolio metrics, including trend analysis and internal/external benchmarking
- Research and identify new opportunities to drive digital growth and content strategies
- Overseeing 'test and learn' strategy and regularly reporting back to key stakeholders on performance

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.