

## Marketing Specialist – Promotions, Community & Events - Bundaberg

- **Full Time Position**
- **Progressive Organisation**
- **Start Date – 3<sup>rd</sup> July 2017**

Auswide Bank is seeking a suitable candidate to fill the position of Marketing Specialist – Promotions, Community & Events due to commence on 3<sup>rd</sup> July 2017 at our Head Office in Bundaberg.

### Duties

Your duties will include, but are not limited to:

#### **Promotions**

- helping to formulate, plan and co-ordinate promotional, advertising, communication and marketing campaigns, activities and materials
- assisting in the development of strategies and communications that maintain and enhance the company's brand, image and reputation and promote the company's products
- helping formulate Sales Lead Generation & Brand Campaigns (principally 'Traditional' Media and Branch Promotions but may include digital platforms)
- liaise with media booking partners / creative agencies and manage campaign budgets, deliverables and artwork
- undertaking pre and post campaign and market research and preparing reports and recommendations
- help ensure compliance with all applicable laws regulating the company's marketing activities (e.g. Consumer Credit Code, Privacy Act etc)
- assisting with complaint and dispute resolution in respect of marketing & product issues when necessary
- support with Customer / Brand Strategy Coordination
- liaise with company stakeholders (including company employees, other companies & committees; customers and members of the public; shareholders; strategic alliance partners and suppliers, the media, community and government organisations)

#### **Community & Events**

- coordinate and support Auswide Bank's 'Our Community Grants Scheme'
- supporting the company's community relations activities including sponsorships
- identify, coordinate and attend events and promotional activities (and on occasion outside of the standard work hours by negotiation)
- coordinate and support events inclusive of, but not exclusive to: Home Show events, seminars, broker events, cinema nights and product partner events
- coordinate staff participation/attendance at community and corporate events
- supervising other company staff when they are assigned to the Marketing, Products and Partnerships Department

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- coordinate and support the company's merchandising, signage and mascot requirements as well as branch / in-kind distribution of these assets and stocktaking of these items
- coordinate and support the post event reporting and benefits realisation of all corporate and community events and activities

### **General**

- performing any other duties or tasks that may be required from time to time by company management
- maintain expenditure for all activities responsible to your role in line with the departmental budget
- general clerical and administrative duties
- use of systems such as Outlook, Word, Excel, PowerPoint, Sharepoint and other computer based programs as required
- be available to perform other staff member's allocated duties if requested

### **Responsibilities**

- To follow directions from Management, in particular the head of Marketing & General Manager – Marketing, Products and Partnerships
- To work efficiently to achieve assigned tasks and duties
- To strive to complete assigned tasks and duties accurately, completely and by designated deadlines
- To work co-operatively with other personnel and external partners to achieve the company's objectives, assigned tasks and duties
- To protect the company's reputation, image and commercial confidentiality
- To provide exceptional customer service and to continually strive to exceed Auswide Bank's expected exceptional service standards.
- To work as an efficient team member, participate in problem solving initiatives and innovation to enhance the organisations capabilities.
- To ensure all allocated duties are completed to Auswide Bank's policy and procedures including privacy guidelines and any other applicable laws / legislation
- To complete any assigned training
- To meet all physical & data security and privacy obligations including the confidentiality of passwords and other security measures

Applicant must have a marketing degree or equivalent 3 years industry experience working in a marketing / events role.

Auswide Bank is Australia's 10<sup>th</sup> largest ASX listed Bank, with its' Head Office based in Bundaberg, Queensland and prides itself on delivering exceptional financial products and services face-to-face, online and through relationships with specialised providers. By joining Auswide Bank, you are joining a company that offers a fast-paced, focused and innovative work environment and a rewarding career with an attractive staff benefits package.

If you require any further information regarding this job vacancy, or would like to apply please contact [hr@auswidebank.com.au](mailto:hr@auswidebank.com.au).

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