

Member
Service

Continuous
Improvement

Teamwork

Performance

Integrity

Content & Communications Specialist

- **Newly created, permanent role**
- **Values-driven Financial Services Organisation**
- **Focus on content development and member communications**

Your Organisation

Established in 1959, G&C Mutual Bank has since grown to be one of Australia's strongest member-owned financial institutions. We are a member focused, values-driven organisation where member interests are not in conflict with shareholder interests. We make responsible, ethical decisions that benefit our members and the community, and reinvest our profits to provide better products and services. Experience the G&C Mutual Bank difference - It's your bank, because you own it.

Your Opportunity

Working collaboratively within a small and professional team, we are looking to appoint a Content & Communications Specialist. This is a pivotal role, focusing on the creation of engaging content for online and offline marketing collateral and member communications to drive acquisition, cross-sell and retention. As part of an agile team, the successful candidate will be flexible, proactive and hands-on, with a willingness to work across the marketing function to make things happen. It is a great time to join the team and help shape a number of exciting projects as they come to life.

Key responsibilities of the role include:

- Creation of content for online and offline marketing collateral and member communications
- Distilling complex product, technical and regulatory information to produce clear, concise and timely change communications for members
- Copywriting, proof reading, re-purposing and research of written content
- Development and maintenance of content and communications pipeline/calendar of topics
- Implementation of effective communications frameworks and guidelines (tone of voice, style guides)
- Regular review, maintenance and tracking of member communications and online/offline content

Your Profile

With a passion for writing and content creation, you will be adept at operating in a dynamic environment to effectively manage competing priorities, deadlines, stakeholders and audiences. Exceptional written and verbal communication, along with an eye for detail, consistency and quality, are key to your success in this role. You demonstrate a proactive and results-focused approach, with the capability to work independently and as part of a small team. Practical understanding of direct marketing principles and experience executing direct marketing campaigns, ideally gained in the Financial Services sector, will be highly valued in this role.

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Your Benefits

We value our employees by providing:

- Discretionary bonus based on organisational performance
- Discounts on financial and lifestyle products (some with qualifying period)
- Option to cash out annual leave
- A paid volunteering day each year
- Incentives for independent study
- Opportunities for ongoing learning and career development
- Access to Employee Assistance Program
- Corporate wardrobe

We've built a team that values service, teamwork and integrity, to go above and beyond for our members. We have a focus on performance and continuous improvement and work collaboratively to get it right. As a member of the Diversity Council of Australia, we recognise the benefits that diversity brings to our organisation. We strive toward a collaborative culture which capitalises on the diverse skills, backgrounds and experiences of our employees.

To express your interest in this position, please apply to careers@gcmutual.bank

Find out more about us at www.gcmutual.bank

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Only short listed candidates who meet the above criteria will be contacted.



60 CELEBRATING
SIXTY YEARS
1959 - 2019