

Member  
Service

Continuous  
Improvement

Teamwork

Performance

Integrity

## Marketing Specialist

- **Contract role - 6 months**
- **Values-driven Financial Services**
- **Focus on campaign management**

## 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 Marketing Specialist. This fixed term contract role will focus on the development, execution and tracking of omni-channel member campaigns 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 add value and make things happen. It is a great time to join the team with a number of exciting projects underway.

Key aspects of the role include:

- Developing and implementing targeted campaigns to drive acquisition, retention, loyalty and cross-sell
- Working with internal stakeholders to source and effectively utilise data for campaign coordination and analysis
- Tracking campaign results and applying insights to continuously improve performance
- Writing and developing engaging content for digital and print distribution
- Supporting the Senior Manager – Marketing & Digital Channels with campaign and project work
- Conducting product audits, competitor analysis and developing sales material to support campaigns
- Coordinating and maintaining productive relationships with third party suppliers.

## Your Profile

With a passion for campaign management and marketing, you will be adept at operating in a dynamic environment, where collaboration is essential. Exceptional communication, organisation and detail orientation 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 team. Strong analytical skills and a practical understanding of direct marketing principles and the execution of online and offline 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](mailto:careers@gcmutual.bank)

Find out more about us at [www.gcmutual.bank](http://www.gcmutual.bank)

Go to the [Work with us](#) page to view our Privacy Policy.

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



**60** CELEBRATING  
SIXTY YEARS  
1959 - 2019