



## It's **your** bank, it's **your** career

Member  
Service

Continuous  
Improvement

Teamwork

Performance

Integrity

### Senior Manager - Marketing & Digital Channels

- **Hand on leadership role**
- **Financial services**
- **Collaborative culture**

#### 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 focussed, 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

Reporting to the COO and managing a small team, your core responsibilities will encompass:

- Development and implementation of a comprehensive marketing and brand promotion framework, including an annual marketing plan and associated budget, digital campaign strategy and digital channel and social media strategies
- Leadership of a small team of marketing professionals, ensuring appropriate structures, systems, capabilities, competencies and values are developed and maintained
- Management and oversight of marketing collateral and communications with a focus on increasing usage of all digital marketing channels
- Ownership of key marketing projects and support and engagement in relevant organisational initiatives
- Conduct market research and post-implementation analysis to ensure marketing strategies support corporate objectives
- Preparation and maintenance of a comprehensive suite of management reports and marketing communications
- Management of marketing collateral production, and distribution for scheduled activities and ad hoc business development needs

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## Your Profile

With relevant tertiary qualifications and proven success in a similar role, ideally within financial services, you will have exceptional leadership abilities and strong practical knowledge. A strategic focus coupled with a rigorous eye for detail is essential, along with excellent verbal and written communication skills. Proven experience in managing budgets and developing comprehensive marketing plans is also required. Previous experience in the Financial Services industry is desirable.

You will be results-focussed, taking ownership of your own and your teams' objectives, working collaboratively to improve overall performance. Well-developed interpersonal skills coupled with the ability to influence and engage both internal and external stakeholders at all levels will enable your success in this position. Applied knowledge of ASIC's RG234 and the Design and Distribution Obligations is preferred.

## Your Benefits

*We value our employees by providing a range of benefits which you can read about on our [website](#).*

*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 send your application to [careers@gcmutual.bank](mailto:careers@gcmutual.bank).*

*Find out more about us at [www.gcmutual.bank](http://www.gcmutual.bank), and view our [Privacy Policy on the Work with Us page](#).*

*Only shortlisted candidates who meet the above criteria will be contacted. You must be an Australian citizen or permanent resident to be considered for this position.*

**We're ready to help you**

1300 364 400 | [www.gcmutual.bank](http://www.gcmutual.bank)

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