

About the role

This is a creative position that is responsible for contributing to the growth of Consumer Finance Digital sales across online, mobile and tablet. The role will focus on asset creation through Design and delivery of Marketing, Personalization and Testing campaigns that support strategic sales roadmaps across the Consumer Finance portfolio.

The Consumer Digital scope for the position includes Westpac Bank of Melbourne, Bank SA and St George brands across mobile, tablet and desktop touch points.

Working in a data driven, innovative and fast paced Agile environment, this role is a member of the Consumer Finance Digital Sales cross functional feature team (XLR8), and forming the Creative services team with Design, Content and XD resources to focus on pre-sprint delivery.

Ability and Skills

This person must be a strategic natural, a digital native and a true customer advocate, with core expertise covering;

- Deliver Digital assets to support Marketing campaigns across Westpac, Bank of Melbourne, Bank SA and St George brands
- Work collaboratively with Marketing, Optimisation, Design, XD and Content teams to deliver continual improvement in page performance
- Work with Marketing and Creative agencies on the integration of campaign messaging through the Digital Channels
- Frameworks and Guidelines ensure that Consumer Finance Digital Sales channels are in alignment and ensure customer products are accurately represented
- Agile team environment actively participates as a delivery resource within the pre-sprint work flow stream of scrum
- Develop and foster relationships between team members and stakeholder groups
- Scrum team delivery act as a lead for scrum team delivery, representing the team on Design initiatives impacting the Consumer Digital Sales portfolio
- Coordinate internal stakeholders (Marketing, Digital, Brand) to ensure effective campaign delivery and customer centric outcomes

Experience

- 5 years + Digital experience
- Strong communication skills
- Sketch + Adobe CC Suit, InVision prototyping
- Customer Centres Design approach/Passionate about UX
- Ability to follow style guides and templates
- Ability to work independently/collaborate with others
- Work in a fast-paced team environment
- Financial services experience
- Agile delivery methodology – lean/scrum
- Knowledge of JIRA/Agile processes preferred
- Influencing and stakeholder management skills
- Ability to collaborate, to contribute and create effective teamwork in a constantly changing environment
- Ability to present across the organisation both verbally and in various written formats
- Ability to deliver to milestones

If you're seeking a role where you will have unparalleled opportunities to really immerse yourself into your client's business, then we want to hear from you. Please submit your detailed resume and cover letter to hr@cxlavender.com.au