

Position: Senior Marketing Specialist

Department: Sales Marketing & Channels
 Reports to: Marketing Manager
 Direct reports: None
 Role type: Full time
 Hours:
 Location: Hastings
 Date: July 2020

Position in organisation

Senior Marketing Specialist → Marketing Manager → GSM&C → Chief Executive

Purpose of position

- Think big: Discover, define & deliver effective marketing strategies and plans to achieve retention & growth goals.
- Raise the bar: Utilise breadth and depth of marketing experience to make a difference for today & tomorrows members
- Support the team: Work alongside colleagues to unleash our 'secret sauce' and be the banking service provider of choice amongst Kiwi's
- Innovate: Re-set what it means to be part of a positive financial services provider with a heart and community connection
- Unleash the tool box: utilise your experience across the marketing mix to create memorable member experiences.
- As a key team player leader, support and enhance CUB to achieve its strategic goals and vision.

Key focus of the role

- Growth: Revenue and membership growth via development & delivery of successful marketing strategies
- Retention: Realise retention strategy to lift member engagement, reduce churn and create brand promoters
- Marketing Strategy : Develop & execute successful marketing strategies giving consideration to product, pricing, channels and promotion
- New Product Development: Develop and deliver new & innovative solutions that assist in retention & attracts desired new market segments

Key result areas and standards of measures/expectations

1. Strategy development – Use breadth and depth of marketing expertise to define strategy and concepts for a better CU
2. Member engagement & experience – lift Net Promoter Score through developing & executing retention strategies and our 'secret sauce'
3. Revenue & Profit growth – Develop innovative marketing solutions that deliver new growth aligned to budget
4. Customer & market insight – Use analytics & insight to discover, define & deliver better ways to serve kiwi's their financial services
5. Brand – raise brand awareness & be a key driver of brand evolution and our connection to communities.
6. One team – support colleagues and wider CU in our quest for a better member banking experience

Note: These duties may change from time to time to meet operational or other requirements.

Person specifications: <i>Skills and knowledge required in this position</i>	
Essential	Desirable
<ul style="list-style-type: none"> 10+ years marketing experience within a marketing team / environment 	<ul style="list-style-type: none"> Leadership / management experience
<ul style="list-style-type: none"> Demonstrated strategic marketing abilities. 	<ul style="list-style-type: none"> Inquisitive, intuitive and strive for excellence in everything you do
<ul style="list-style-type: none"> Ability to conceptualise and realise marketing opportunities in a B2B or B2C environment 	<ul style="list-style-type: none"> Digital savvy with strong working knowledge of digital
<ul style="list-style-type: none"> Breadth and depth of competence in all aspects of marketing including; research, product development, pricing, channel development, campaign development, media planning, communications and reporting. 	
<ul style="list-style-type: none"> Analytical & proficient in use of Microsoft Office suite 	
<ul style="list-style-type: none"> Innovative, future focused & thinks outside the square 	
<ul style="list-style-type: none"> Strong communication skills 	
<ul style="list-style-type: none"> Results orientated team player 	
<ul style="list-style-type: none"> Resilient & a can-do attitude 	
<ul style="list-style-type: none"> Able to lead people / teams to get results 	
<ul style="list-style-type: none"> Relevant Tertiary qualification 	

KEY BEHAVIOURAL COMPETENCIES

The behaviours' essential to achieve effective performance in the role are:

Leadership / Customer Focus / Strategic Agility / Managing Purpose and Vision / Innovation / Creativity Management / Analytical thinking / Drive for Results / Working with People / Planning and Organising / Motivating Others

KEY RELATIONSHIPS

People Management Responsibility:

- Number of Direct Reports: none
- Number of Indirect Reports: none

External contacts

- Members / Customer owners
- Co Op Money NZ
- Auditors/Solicitors/Suppliers
- 3rd party referral partners / strategic alliances
- Community organisations and Local business

Internal contacts

- GMSM&C
- Wider Leadership Team
- Branch, digital and contact centre teams
- Lending Support, Risk, IT, Support Office, Finance, HR teams
- Marketing and Communications Team

TARGETS
To be set annually.