

Position Description

Position Title	Marketing Manager
Department / Branch	Brand & Partnerships
Reporting Relationships	Senior Manager Brand & Partnerships
Supervisory responsibilities	Yes
Classification	Package
Effective date	September 2025

Objective of the Role

The role of the Marketing Manager is to support the growth of Credit Union SA's brand profile including the development and execution of the Marketing strategy. The Marketing Manager will support the management of day-to-day operational processes of the Brand Marketing team as well as our digital experience across social media platforms and our corporate website, in line with Credit Union SA's compliance, corporate and risk policies. They will also provide support to third-party suppliers (including digital, creative and publishing agencies).

General Responsibilities of Role

Reporting to the Senior Manager Brand & Partnerships the Brand Marketing Manager will be responsible for but not be limited to the following:

- Enhancing the Credit Union brand profile through members digital experience in line with credit union brand guidelines
- Management of three direct reports working across graphic design, marketing support and digital marketing.
- Coordinating the development, management, implementation and maintenance of all online assets and platforms
- Building internal and external networks for the purpose of research and investigation
- Coordinating the online channels for external communications and campaign activity
- Working collaboratively and contributing to building a supportive and high-performance environment.
- Champion the Credit Union SA brand and ensure all materials produced adhere to our brand and writing guidelines.
- Oversee the content strategy.
- Assist with offline campaign activity and planning.
- Oversee Advertising Agency and Digital Supplier relationships relating to campaigns and market research.
- Contribute towards digital transformation strategy of Credit Union SA as a key stakeholder in all member communication, digital banking platforms and marketing automation projects
- Actively leading the development of the Brand Marketing team to foster a high performing culture supporting the execution of strategic objectives in line with Credit Union SA's values.

- Providing strong leadership, setting performance goals and objectives for team, while supporting a positive work culture.
- Developing and implementing effective operational strategies, ensuring compliance and driving continuous process enhancements.
- Collaborating with cross-functional teams to drive the successful execution of strategic initiatives, ensuring alignment with the overall strategic goals of the Credit Union.
- Oversee budget expenses and marketing expenses as required for campaigns and other research activities.

Other Job Related Information

Undertake any other ad-hoc activities as required and directed by Senior Manager Brand & Partnerships.

Key Selection Criteria

Essential:

- Experience and expert knowledge of digital marketing technologies and their use for brand and customer marketing
- Experience working with external agencies and publishers and ability to manage these relationship for maximum effectiveness.
- Proven results across a variety of digital channels.
- Highly developed analytical and reporting skills.
- Flexibility and commitment to meet short lead times and transaction timelines.
- Ability to work independently and manage a scheduled reporting schedule against adhoc demands.
- High level communication skills, both verbal and written, with the ability to engage with a broad range of stakeholders across all departments.
- Demonstrate high levels of collaboration and experience working in an open culture where team output is a high priority.
- Ability to develop and maintain positive relationships across all internal and external stakeholders in order to improve and support business objectives.
- Positive, proactive and results driven with a drive to succeed.
- Self motivated with high levels of personal accountability and proactivity.
- Demonstrated ability to deliver innovative and cost-effective marketing campaigns.
- High level of web site design and development experience
- Advanced level proficiency using Microsoft Office Suite – Word, Excel, Outlook, Ppt
- An understanding of and interest in the financial services sector.

Desirable:

- Experience in the Retail Banking or Financial Services Sector
- Tertiary qualifications in Marketing and/or Management
- InDesign skills