

Marketing Manager (This is referred to internally as Channel and Local Marketing Lead)



Purpose

The primary purpose of the role is to develop and implement campaign and communication activity for TSB's distribution channels. This is largely focused towards supporting our branches, and includes ensuring our brand and customer experience is delivered consistently.

Role dimensions

- **Reports to:** Head of Brand
- **Department:** Marketing & Customer Experience
- **Job family:** Customer and Business Support
- **Location:** New Plymouth
- **Direct Reports:** N/A
- **Financial Authority:** No

Person specifications

- Strong multi-tasking, planning and organisational skills.
- Creative, bringing ideas to the table.
- Strong background in customer acquisition & retention.
- Strong understanding of customer experience.
- 5 years minimum in a marketing or related role.
- Outstanding stakeholder management & engagement skills.
- Have previously worked within a corporate environment ideally within financial services and understand the industry.
- Ability to see wider organisational implications of marketing activity.

Role specific areas of responsibility

- Drive the marketing channel strategy and implementation of campaigns and communications across our branches, brokers, mobile mortgage managers and agri and commercial teams.
- Develop and implement a local marketing programme to support our branches in leveraging campaign activity, including sponsorship activity.
- Coordinate and lead the content calendar for our branches, from in-branch advertising across our digital media, to our social media channels.
- Manage the in-branch experience, from branding and content to music requirements, working closely with stakeholders to ensure the branches reflect our brand and support branch re-fits/refreshes as required.
- Risk management to ensure all material displayed in our branches is accurate.
- An excellent internal and external communicator
- Demonstrate and promote the Bank's values in all aspects of the role

From time to time there may be additional activity not contained within this position description that the appointee is to complete in the interests of the appointment and their own personal development.

This position description provides a broad overview of responsibilities. The position description is a living document and the Bank reserves the right to amend from time to time as required.