



## POSITION DESCRIPTION

POSITION DETAILS	
Position Title:	MARKETING COORDINATOR
Position Number:	13006
Classification Grade:	Grade 2 (a)
Portfolio:	CUSTOMER
Department/Area:	MARKETING
Branch/Location:	VARIOUS
Reports to:	SENIOR MANAGER MARKETING AND COMMUNICATIONS
Direct reports:	Nil
<b>AML/CTF Risk level:</b>	Low Risk – Requires satisfactory criminal background, qualification, and identity checks
Essential Requirements:	Australian citizenship and/or Australian Permanent Residency

PORTFOLIO
<p>The Marketing Department sits within the Customer Portfolio at Regional Australia Bank, driving brand awareness, customer engagement, and business growth. It develops and executes strategic marketing initiatives, campaigns, and member communications while ensuring alignment with business objectives. Through insights, innovation, and a customer-centric approach, the team enhances the bank’s market presence and strengthens relationships with members and communities.</p>

POSITION PURPOSE
<p>The Marketing Coordinator plays a key role in developing and delivering marketing campaigns that drive brand awareness, customer engagement, and business growth. This role collaborates with internal teams, media agencies, and community stakeholders to create targeted, data-driven campaigns across multiple channels, ensuring consistency with the bank’s values and strategic objectives. Through effective communication, creative execution, and performance analysis, the Marketing Coordinator helps enhance the bank’s presence, strengthen member relationships, and support ongoing business development.</p>

### KEY RESPONSIBILITIES

Campaign Development & Execution (40%)	Success measures
<ul style="list-style-type: none"> <li>Assist in planning, coordinating, and delivering multi-channel marketing campaigns that promote products, services, and community initiatives.</li> <li>Support the execution of marketing activities across digital, social, print, radio, and TV, ensuring timely and accurate implementation.</li> <li>Work with agencies and internal stakeholders to develop campaign assets and messaging.</li> <li>Coordinate campaign schedules, approvals, and distribution to ensure seamless execution.</li> </ul>	<p>Marketing campaigns are launched on time and executed within agreed budgets</p> <p>Campaign materials and messaging align with the bank’s brand and business objectives</p> <p>Increased customer engagement and campaign participation demonstrated through data (e.g., web traffic, inquiries, or event attendance)</p> <p>Timely reporting and insights contribute to improved marketing effectiveness</p>

<ul style="list-style-type: none"> <li>Track campaign performance, report on key metrics, and assist in refining future marketing strategies.</li> </ul>	
<b>Brand, Content &amp; Communication (25%)</b>	<b>Success measures</b>
<ul style="list-style-type: none"> <li>Maintain brand consistency across all marketing materials, ensuring alignment with the bank's values and messaging.</li> <li>Assist in developing engaging content for advertisements, social media, website, newsletters, and internal communications.</li> <li>Support the creation of visual and written content that resonates with target audiences.</li> <li>Liaise with agencies and designers to ensure high-quality creative output.</li> <li>Ensure marketing materials meet regulatory, compliance, and brand standards.</li> </ul>	<p>Marketing and communication materials are accurate, engaging, and aligned with brand guidelines</p> <p>Brand consistency maintained across all external and internal channels</p> <p>Increased audience engagement with digital content (measured through clicks, shares, and reach)</p> <p>Internal stakeholders receive timely and effective communication support</p>
<b>Community Engagement, Sponsorships &amp; Events (15%)</b>	<b>Success measures</b>
<ul style="list-style-type: none"> <li>Coordinate sponsorship agreements, ensuring brand visibility and community impact.</li> <li>Support the planning and execution of events, business breakfasts, and member engagement activities.</li> <li>Assist business development teams in leveraging sponsorships and local marketing opportunities.</li> <li>Identify ways to enhance the bank's presence at community events and partnerships.</li> </ul>	<p>Sponsorships and events deliver measurable value in brand awareness and community engagement</p> <p>Increased member and community participation in key initiatives</p> <p>Strengthened relationships with local partners and stakeholders</p>
<b>Marketing Analytics &amp; Insights (15%)</b>	<b>Success measures</b>
<ul style="list-style-type: none"> <li>Assist in customer segmentation and targeted marketing efforts using data insights.</li> <li>Track and report on marketing campaign performance, identifying areas for improvement.</li> <li>Support collaboration with Business Intelligence teams to refine customer targeting strategies.</li> <li>Work with external mailing houses and vendors to manage direct marketing initiatives.</li> </ul>	<p>Accurate and timely reporting</p> <p>Customer segmentation effectively utilised evidenced through improved marketing effectiveness</p> <p>Accurate and timely delivery of direct marketing activities</p> <p>Effective targeting and improved campaign ROI</p>
<b>Administrative &amp; Project Coordination (5%)</b>	<b>Success measures</b>
<ul style="list-style-type: none"> <li>Provide marketing support for broader organisational initiatives and projects.</li> <li>Ensure compliance with internal policies and external regulatory requirements in all marketing activities.</li> <li>Assist in managing marketing budgets, approvals, and vendor coordination.</li> </ul>	<p>Compliance and regulatory requirements met</p> <p>Positive vendor and agencies feedback</p>

## EXPECTATIONS

Staff are required to read, understand, and follow all Regional Australia Bank policies, procedures, and reasonable direction, demonstrate a commitment to fostering a safe, respectful, and inclusive workplace and exhibit professional behaviours in accordance with Regional Australia Banks Code of Conduct.

## SELECTION CRITERIA

1. Marketing Knowledge & Application – A qualification in marketing, communications, or a related field, OR equivalent knowledge gained through relevant experience or self-directed learning.
2. Content Creation & Communication – Strong written and verbal communication skills, with the ability to create clear, engaging, and brand-aligned marketing materials.
3. Project & Time Management – Ability to coordinate multiple marketing activities, meet deadlines, and support campaigns in a fast-paced environment.
4. Digital & Social Media Familiarity – An understanding of digital marketing, social media trends, and experience using platforms such as Meta (Facebook/Instagram), LinkedIn, or email marketing tools.
5. Stakeholder Collaboration – Strong interpersonal skills to collaborate effectively with internal teams and external partners, such as media agencies or event sponsors.
6. Analytical & Problem-Solving Mindset – Ability to interpret campaign performance data and customer insights to improve marketing activities.

## DESIRABLE CRITERIA

1. Previous experience in a marketing or communications role.
7. Familiarity with CRM systems, website CMS platforms, and design tools (e.g., Canva, Adobe Suite).
8. Understanding of community engagement, sponsorships, or event coordination.

Portfolio Executive/Delegate:	Senior Manager Marketing and Communications	Date:	26/03/2025
People and Culture:	Talent Acquisitions Manager	Date:	26/03/2025