



POSITION DESCRIPTION

POSITION DETAILS	
Position Title:	DIGITAL MARKETING COORDINATOR
Position Number:	9666
Classification Grade:	Grade 2 (a)
Portfolio:	CUSTOMER
Department/Area:	MARKETING
Branch/Location:	VARIOUS
Reports to:	SENIOR MANAGER MARKETING AND COMMUNICATIONS
Direct reports:	Nil
AML/CTF Risk level:	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 Digital Marketing Coordinator plays a key role in executing and optimising digital marketing activities to enhance member engagement and drive business growth. This role is responsible for implementing campaigns across digital platforms, including email, SMS, website, and paid search, ensuring alignment with marketing strategies. By leveraging digital tools, analytics, and best practices, the role supports the delivery of engaging and effective digital experiences while maintaining clear and consistent messaging across platforms.</p>

KEY RESPONSIBILITIES

Digital Campaign Execution & Performance (40%)	Success measures
<ul style="list-style-type: none"> Assist in the implementation and optimisation of digital marketing campaigns across email, SMS, website paid advertising. Coordinate the creation, scheduling, and deployment of digital content across multiple platforms. Support lead generation, conversion, and member retention strategies through targeted digital engagement. Ensure campaign messaging is clear, engaging, and aligned with brand voice. 	<p>Campaigns executed accurately and within agreed time limits</p> <p>Digital engagement metrics (e.g., email open rates, CTR, social media engagement) meet set benchmarks</p> <p>Contribution to campaign performance improvements based on data-driven insights</p>

Website & Digital Content Management (25%)	Success measures
<ul style="list-style-type: none"> • Maintain and update website content using the content management system (CMS). • Ensure website content is accurate, engaging, and SEO-friendly to improve visibility and user experience. • Support on-page and off-page SEO strategies to drive organic search traffic. • Collaborate with internal teams to refine digital content for consistency and effectiveness. 	<p>Website content remains current and aligned to brand and marketing objectives</p> <p>SEO performance indicators (e.g., page rankings, organic traffic) meet set improvement measures</p>
Paid Advertising (20%)	Success measures
<ul style="list-style-type: none"> • Assist in managing paid search campaigns, including setup, monitoring, and reporting. • Work with internal teams and agencies to refine audience targeting and messaging. 	<p>Paid advertising campaigns deliver expected return on investment (ROI)</p>
Analytics & Reporting (15%)	Success measures
<ul style="list-style-type: none"> • Monitor and report on key digital marketing metrics, using data to inform future strategies. • Support the marketing team with campaign performance insights and recommendations. • Maintain digital marketing dashboards and ensure reporting is clear and actionable. 	<p>Reports are accurate, timely, and provide meaningful insights</p> <p>Recommendations contribute to campaign and engagement improvements</p>

EXPECTATIONS
<p>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.</p>

SELECTION CRITERIA
<ol style="list-style-type: none"> 1. Digital Marketing Knowledge & Application – A qualification in marketing, communications, or a related field, OR equivalent knowledge gained through relevant experience or self-directed learning. 2. Demonstrated familiarity with email marketing, social media platforms, SEO, digital advertising and content management systems (CMS). 3. Strong written communication skills, particularly in content creation and campaign messaging. 4. Ability to coordinate projects, manage time effectively, and work independently. 5. A results-focused approach with the ability to track, analyse, and interpret digital performance data. 6. Attention to detail, ensuring accuracy and consistency in messaging across digital platforms.
DESIRABLE CRITERIA

1. Previous experience in a marketing or communications role.
2. Understanding and/or experience of Mutal banking sector.

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