

## Digital Content Specialist

*Join our multi award-winning organisation, and help us deliver an outstanding customer experience*

### We offer our staff a number of great benefits, including:

- Flexible work arrangements
- Excellent culture and staff benefits
- Great Team environment

### Your new company

Bank First provides retail banking to its customers by offering a better value banking experience and delivering outstanding customer service. Through strong deposits and high quality loan growth, our organisation has a strong financial position and offers a range of products and services to support our customers to manage their financial affairs.

### Your new role

As the Digital Content Specialist, you will be the face of all things digital copy and be responsible for establishing digital content guidelines, implementing, advocating for and evolving them. This role requires a skilled and creative individual who is experienced in writing in a range of voices and style.

You will be well versed in writing copy that is engaging, relevant and drives activity on digital channels and communications, and an expert in making complex content, simple, clear and jargon-free (we are in Financial Services after all!). You'll provide ongoing analysis of content performance and provide recommendations for content optimisation.

You'll provide content expertise (including analysing content performance) to the Digital Marketing Team and play a pivotal part in executing Bank First's social content strategy, supporting customer needs on social media channels and assisting with Digital Marketing activities.

You are comfortable putting forward ideas to improve communication outcomes and are an expert in collaboration and working closely with stakeholders to ensure all needs are met. You understand the importance of the user journey, CX, SEO, compliance and brand requirements, and thrive on creating copy that drives engagement and resonates with your audience.

This is an exciting new opportunity for a digital content enthusiast to join a results-driven Digital Team.

### What you'll need

You will have a qualification in marketing, communications, e-commerce or an IT discipline and possess the following skills:

- 4+ years' experience working in a similar/equivalent role (financial services is desirable)
- Experience in developing and working with digital content across multiple platforms
- A strong understanding of CX and UX including current content trends
- Working knowledge of social media platforms and tools including JIRA, Google Analytics and others
- Ability to multitask and plan work load to meet required deliverables
- Ability to meet deadlines in a continually changing environment
- A drive to succeed and ability to work in a team environment.

### What you'll get in return

This exciting opportunity will see you working for an awarding winning organisation, with a competitive salary package and a broad range of other benefits reflective of our healthy culture and engaged workforce.

### What you need to do now

To be considered for the role, please send your CV and covering letter addressing the above criteria to [jobs@bankfirst.com.au](mailto:jobs@bankfirst.com.au).

**Applications close: Monday 11 January 2021**