

Marketing Specialist

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

- Purchase additional Annual Leave
- Gym reimbursement program
- Additional Leave options
- Study assistance

Your new company

Bank First, formerly Victoria Teachers Mutual Bank, is a customer owned bank that exists for the sole purpose of providing better banking experiences for customers; not to serve shareholders. Due to growth in the department, we are expanding our workforce planning team to ensure our new and existing customers continue to receive the expected level of service.

Your new role

Reporting to the Head of Marketing, you will be responsible for driving sales and awareness of the Bank First Brand through implementation of marketing strategies, advertising, campaigns and communications.

What you'll need

You will be degree qualified in a field related to Marketing and have minimum 5 years' previous experience in services marketing with a strong understanding of marketing concepts & principles. Experience in the financial services industry and a FSRA Tier 2 qualification is desirable.

What you'll get in return

This rare opportunity will see you working for an award-winning organisation, helping to build and embed this new brand in the market and demonstrate the value to our customers. The offer is a competitive salary package and a broad range of other benefits reflective of our healthy culture and people engagement.

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.

Applications close: Friday 29 March

117 Camberwell Road, Hawthorn East VIC 3123
PO Box 338 Camberwell VIC 3124

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