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| **Position title** | **Product Manager, Communications and Content** |
| **Division** | Wealth Services - Consumer Banking |
| **Department** | Leveraged Equities |
| **Direct Reports** | No |

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| **Our culture and values** |
| We have a clear strategy and important work in place to become Australia's bank of choice.Our values of **teamwork**, **integrity**, **performance**, **engagement**, **leadership** and **passion** are at the core of who we are and form the expectation of the behaviours we adopt every day.We strive to have a culture that drives balanced outcomes; is open and informed for disciplined execution; that celebrates and recognises success; and where the sum is greater than its parts. To achieve this, we focus on four critical behaviours: **act commercially**; **move fast to help customers achieve their goals**; **recognise people for their impact**; and **actively challenge the status quo**.Together, we’re creating a culture we can continue to be proud of; one that will help us reach new heights. |

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| **ROLE PROFILE** |

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| **Your division, your team** |
| Leveraged Equities Limited (Leveraged) is a wholly owned subsidiary of Bendigo and Adelaide Bank Limited, that sits as part of Wealth Services under the Consumer Baking Division.  We are Australia’s longest operating Margin Lender, providing gearing and cash solutions to Referral Partners, Platforms, and their Customers for over 30 years and we also operate in the self-directed investor space offering share trading and low-cost gearing solutions. As a Products Team, we are passionate about the diversified financial product suite we manage day to day, spread across our multi award winning Margin Loans (incorporating options and short selling strategies, lending into international shares and a rewards program) and the Bendigo Invest Direct share trading platform. The team incorporates all aspects of the product journey, as prescribed in the Product Lifecycle Framework that includes elements relevant to the Design, Development and Management of products. These elements include the following:• Design – engagement, business idea, submission• Develop – in business change, Business Enablement Domains• Manage – product portfolio review, documentation, pricing, analytics, reporting,  regulatory/compliance monitoring, and content management. |

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| **The purpose of your role** |
| The Product Manager, Communication and Content role is accountable for producing content targeted at self-directed investors and our Referral Partners distribution channel that comprises stockbrokers, financial planners, and investment platforms. You will be responsible for developing short-term and long-term communications to support our business strategy, creating, improving, and maintaining content to achieve business goals. Your duties will also include creating engaging content to drive product demand through various economic cycles. You will oversee all marketing content initiatives to ensure customer engagement, brand consistency and a positive customer experience. Daily management of activities such as customer communication through various channels from traditional mail outs to social and web media.Supporting the partner distribution channel through creating educational content, sales support material, coordinating content that delivers to product customer communications, digital assets, investor and partner education and social media activities across Leveraged Product Suite.  |

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| **Your core relationships** |
| It’s expected that you will hold strong collaborative relationships across key internal and external stakeholders. Internally, these include Customer and Partner Engagement, National Sales Team, Key Account Management, Group Marketing, Customer Care & Governance and Risk & Compliance.Externally, engaging with similar counterparts at our Referral Partners (such as stockbrokers and financial planners) as well as Third Party Product providers for the purpose of creating content across various campaigns and BAU communications. |

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| **What you’re accountable for** |
| **Product Communications Delivery** | * Create and publish engaging content
* Develop Content strategy aligned to short-term and long-term goals
* Manage the development and delivery of multi-channel communication materials to support other areas of the business.
* Manage the preparation of high-quality customer engagement communications for the core product set. Ensure communications are consistent, timely and of high quality.
* Support the National Sales Team, the Key Account Manager, Customer and Partner Engagement and other areas via the development of non-product specific communication and awareness materials.
* Manage internal and broader team communication as it relates to business change.
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| **Digital Asset Management** | * Manage the development and operating of a digital engagement strategy for the business.
* Manage digital activities for the business including but not limited to the Leveraged website management, BID website, educational tools and EDM activities.
* Leverage group resources and support group projects in the digital engagement space
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| **Curating Investor and Partner education** | * Manage the Gearing Up newsletter to direct customers and partner network.
* Create content around ongoing and/or current investment and trading themes to assist in the education of how our products can assist users execute their financial strategy.
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| **Social Media Profile** | * Manage and Monitor content for social media platforms.
* Engage with group marketing to expand distribution on social media platforms to support growth strategy.
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| **Sales and Marketing Support** | * Support the National Sales, the Key Account Manager and Customer and Partner Engagement teams to deliver on planned activities.
* Manage the design, establishment and operation of product and solution launch activities, doc revision and other ad hoc campaign type activities. This requires coordination of the requirements of product owners, marketing and other stakeholders.
* Manage campaign activities such as annual Fix and Prepay Campaign, and other planned campaigns to drive new business and future growth across Margin Lending and BID.
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| **Stakeholder Engagement** | * Manage End to End stakeholder engagement across Customer and Partner Engagement, Customer Care and Governance, Risk and Compliance and other SME’s as required to deliver effective content and communications.
* Build effective relationships across the BEN group (including Group Marketing) and with external partners/intermediaries such as Investment Platform Partners and Third Party Product Providers.
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| **Risk & Compliance** | * Ensure work practices are conducted in accordance with all Bank compliance requirements, as specified in Bank policy, corporate and business unit procedures and the staff handbook and identify and report instances of non-compliance to your manager.
* Ensure compliance with law (e.g., copyright, privacy, and data protection).
* Adhere to the Product Lifecycle Framework Policy and Guidelines
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| **Values** | * Demonstrate consistent behavior in accordance with the Bendigo and Adelaide Bank Critical Few Behaviors, a set of everyday actions we can all see, act on and measure to help accelerate our growth and realize our strategic ambitions. These are
1. Act commercially
2. Move fast to help customers achieve their goals
3. Recognize people for their impact
4. Actively challenge the status quo
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| **Your knowledge, skills and experience** |
| **Knowledge & skills** | * Strong understanding of wealth industry, specifically around share trading and gearing.
* Strong communication skills
* Self-driven, inquisitive, highly motivated, adaptable
* Effective facilitation skills
* Drives for effective outcomes
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| **Relevant experience** | * Marketing and communication experience is highly desirable.
* Proven work experience as a Content manager
* Hands on experience with MS Office and WordPress
* Basic technical knowledge of HTML and web publishing
* Knowledge of SEO and web traffic metrics
* Familiarity with social media
* Excellent writing skills in English
* Attention to detail with Good organizational and time-management skills
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| **Your qualifications and certifications** |
| * Tertiary qualification in business or finance related discipline (preferred)
* BSc degree in Journalism, Marketing or relevant field highly regarded
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| **Risk responsibility** |
| Ensure all work practices are conducted in accordance with all Bank compliance requirements, as specified in Bank policy, corporate and business unit procedures and identify and report instances of non-compliance to appropriately. |

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| **CAPABILITY PROFILE** |



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| **Key people capabilities** |
| **Communication** | **Relationships** |
| **Innovation** | **Future Ready** |

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| **People capability profile** |
| **Relationships** | **Results Focus** | **Grow Self** | **Role Expertise** |
| Builds and maintains productive relationships with trust and integrity. Works collaboratively and is open to the perspectives of others. | Sets and manages relevant goals. Is mindful of and responds to the business environment. Asks for help and reviews for learning. | Grows knowledge, is curious and proactively applies learning. Builds resilience and is mindful of impact on others. | Maintains role-specific standards and applies knowledge, skills and experience on-the-job. |
| **Foundational** | **Foundational** | **Foundational** | **Foundational** |
| **Communication** | **Execution** | **Grow Others** | **Customer Focus** |
| Effectively expresses thoughts, ideas and information. Actively listens and adapts communication style. Engages, influences and connects to our purpose to tell our story. | Makes well-considered decisions, plans and delivers quality outcomes. Problem solves and acts with integrity. Holds self and others accountable. | Develops others by sharing feedback, recognising and celebrating outcomes. Connects with others to guide, empower and inspire. | Identifies customer goals, makes relevant recommendations and takes appropriate timely action. Collaborates across the business to deliver best outcomes for the customer. |
| **Foundational** | **Foundational** | **Foundational** | **Foundational** |
| **Partnering** | **Innovation** | **Future Ready** | **Commerciality** |
| Acts with intent to build sustainable partnerships with customers, community and stakeholders to deliver shared value and achieve business outcomes. | Constructively challenges the status quo and offers alternatives. Seeks to improve ways of working and is open to new ideas and experiences. | Exchanges and respectfully challenges perspectives and approaches. Anticipates, embraces and promotes change to achieve our vision for today and tomorrow. | Applies understanding of finance, risk, people and customer for decision-making to deliver business sustainability. Takes appropriate risks and acts in the best interest of the Bank. |
| **Foundational** | **Foundational** | **Foundational** | **Foundational** |

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| **Role motivators** |
| **Achievement** | Gaining a sense of achievement, closure; seeing something through to completion; working towards attainable goals. |
| **Creativity** | Using imagination, expressing self creatively, contributing original ideas. |
| **Variety** | Performing a variety of tasks and activities on a regular basis. |