



**Want to work  
at Summerland?  
Join our team!**



# Want to work at Summerland? Great choice!

As a customer owned organisation, we're not like a major bank, as our profits don't go to external shareholders. We're defined by our mutuality, which means we're owned by our customers, run by our customers, and everything we do is for the ultimate benefit of our customers.

## Our Purpose

why we are here

**Better banking,  
stronger  
communities**

## Our Vision

what we want to achieve

**To be Australia's  
most successful  
customer-owned  
bank**

## Our Values



**Default to  
positivity**



**Be brave**



**People  
matter most**



**Make  
others proud**



**Keep it  
simple**



## A local, sustainable kind of banking - one with your best interests at heart

Summerland has a long history of integrating sustainability practices into our business. We exist for the benefit of our customers and the communities we serve. Our Environmental, Social and Governance principles ensure we maintain a focus on good practices, while supporting our customers and communities. benefit of our customers.



## Giving back to our community

We strive to support a wide range of community groups with:

- Community sponsorships
- Community accounts
- Reduced rate for Eco Loans
- Staff paid Volunteer Day

## People matter most

Our people are considered our greatest asset and key differentiator. It's good business to enable our people to thrive with great training and coaching support.

Respectful relationships provide a strong foundation for our workplace culture; expressing the way we do business with our customers. It's one of the reasons we have been awarded Kincentric Employer of the Year, for three consecutive years.



**KINCENTRIC**  
**Best Employers**

AUSTRALIA 2022

## What Summerland offers you

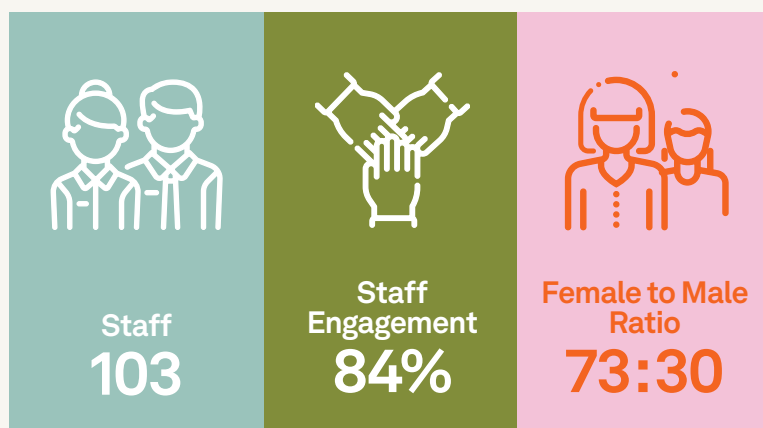
- Above award wages
- Training and career development
- Flexible working conditions
- Concessional interest rates
- Staff fee exemptions
- Modern working environment
- A uniform allowance
- Professional success with a community focus
- Employee Assistance Program: wellbeing for staff and their families
- Lots of fun, we have great staff social events
- Opportunity for career breaks to do the things you love
- An opportunity to remain in a vibrant community without having to relocate
- An awesome place to work!

## Learning and Development

At Summerland, you will not just be doing a job, you can also build a career.

We are committed to providing learning and development opportunities for you to thrive:

- Induction and orientation (comprehensive 6 month program)
- Traineeships in various certificates eg: Financial Services, Business, Accounting
- On-going products and systems training
- Easy to understand compliance requirements via our online learning platform
- Leadership, management, mentoring and coaching skills
- People and Culture portal to manage all your career needs



## Local branches across the beautiful Northern Rivers

Employing over 100 staff with branches stretching from Grafton to The Pines at Elanora and Head Office in Lismore, Summerland is one of the largest locally owned and operated businesses in the region offering a wide variety of careers across customer services and business support, including:

- Contact Centre Services
- Banking Advisors
- Banking Specialists
- Lending Specialists
- Loans Support
- Credit
- Payments Processing
- Systems Analysts
- Business Analysts
- Finance
- Information Technology
- Legal/Compliance
- Marketing
- Executive Assistants



## Brand & Campaign Coordinator

### Purpose

Welcome to Summerland Bank, where banking meets community values.

The purpose of this specialised marketing role is to support the Head of Marketing in executing and coordinating key marketing activities. The role focuses on managing promotional collateral, executing marketing campaigns, coordinating brand management activities, and ensuring effective communication and collaboration with internal teams. The role aims to enhance the overall marketing efforts by providing specialised skills in marketing operations, content creation, brand coordination, and campaign management.

### Overview

This specialised marketing role is designed to bridge the gap between junior marketing tasks and higher-level strategic responsibilities. The role involves managing various marketing operations, including PPC campaigns, marketing automation, and event planning. The individual will also lead content marketing efforts, coordinate brand management activities, and collaborate with internal teams to support business development initiatives. The role requires a proactive approach to reporting and optimising marketing activities to ensure continuous improvement and success.

### Ideal Match

The ideal candidate for this specialised marketing role is a proactive and detail-oriented individual with a strong passion for marketing and a keen interest in promotional activities. They should have a solid understanding of marketing operations, including managing social media channels, PPC campaigns, and marketing automation workflows. The candidate should be adept at planning and executing marketing campaigns, coordinating brand management activities, and organising internal and external events. They must possess excellent communication skills to lead content marketing strategies and collaborate effectively with internal teams. Additionally, the ideal match should have experience in reporting and evaluating marketing activities to optimise performance. A background in managing junior marketing employees and working with external resources to deliver high-quality content is also desirable. Overall, the candidate should be enthusiastic about contributing to the growth and success of the marketing team through meticulous execution, coordination of marketing activities, and brand management.

## Key Responsibilities

Responsibility	How you make a difference
Campaign Coordination	<ul style="list-style-type: none"> <li>• Manage campaign activity, ensuring key activity is effectively prioritised.</li> <li>• Plan and manage internal and external events.</li> <li>• Work with the Content Marketing Specialist to roll out paid social campaigns.</li> <li>• Management and optimisation of PPC campaigns, managing external resource where required.</li> <li>• Management of marketing automation workflows and email campaigns.</li> <li>• Plan and manage marketing campaigns and 'always-on' continuous lifecycle marketing activities, such as lead nurturing and retargeting programmes, to build brand awareness, generate leads and convert to sales.</li> <li>• Regular reporting and evaluation, using insights to continually review and optimise key marketing activity and spend.</li> <li>• Reporting and evaluation around key customer metrics of customer engagement and NPS.</li> <li>• Facilitating the conversion of prospective customers into members through the delivery of effective marketing campaigns.</li> <li>• Analysing the success of each sponsorship and event, identifying and recommending actions to improve ROI and visitor experience.</li> </ul>
Content and Communication	<ul style="list-style-type: none"> <li>• Work with the team to take lead on delivery of content marketing strategy, content marketing, influencer relationship management activity and managing external resources to deliver and spread high-quality, relevant content.</li> </ul>
Collaboration	<ul style="list-style-type: none"> <li>• Work closely with internal teams to support commercial and business development initiatives.</li> <li>• Works closely with internal teams to engage stakeholders, deliver campaign objectives and complete post campaign reviews.</li> <li>• Manage time effectively to ensure learning and tasks that support development are completed and demonstrates self-awareness, and an openness to receive honest feedback to learn and grow.</li> <li>• Challenges quality – consistently looking for ways to improve marketing campaigns and processes and raises them with the team.</li> </ul>
Quality	<ul style="list-style-type: none"> <li>• High quality output, taking care when performing the role to ensure minimal errors</li> </ul>
Self-Development	<ul style="list-style-type: none"> <li>• Manages time effectively to ensure learning and tasks that support development are completed and demonstrates self-awareness.</li> </ul>