

Marketing campaign specialist - industry superannuation

We are seeking a marketing campaign specialist with a creative flair and eye for detail. Working in a dynamic environment you will need a willingness to roll your sleeves up and an ability to multi-task.

You will be responsible for working with stakeholders within the business and externally to develop marketing campaigns to meet **the Fund's strategic** objectives. You'll need a proven track record of analysing results to drive ongoing optimisation.

If this sounds like you and you want to work in a great environment where you can make a difference to people's futures, we have the job for you!

What's Vision Super all about?

Do you want to work for an industry super fund that's been looking after Australians' retirement savings for over 70 years?

Vision Super is an industry fund, with around 100 employees, and we put our member's best interests at the centre of everything we do. We're a top performing fund, one of the few with SuperRatings' coveted 10-year Platinum Rating.

We are fund that values trust, collaboration, and honesty, and people who have energy, optimism and enthusiasm about making a positive impact on people's futures.

What will I be doing?

As part of a high performing Marketing team of four your role will be to engage, empower and educate Vision Super's members as well as promote Vision Super to acquire and grow the fund.

It's a small team, so you will be responsible for a variety of marketing activities - this isn't the definitive list:

- Content creation for external communications
- Marketing campaigns from brief to implementation
- Support the execution of paid digital media campaigns
- Manage and deliver key Fund publications
- Internal and external stakeholder management to ensure appropriate input, consultation and co-ordination of all design and execution decisions

What does success look like?

- Ensure campaigns are implemented on time and within budget
- Deliver reporting & post implementation reviews to measure the effectiveness and results of campaigns, member insights and continuous optimisation
- Ensure the accuracy and currency of all data
- Ensure the sign off process is adhered to at all times

Our strategy is focused on member engagement with a focus on retirement adequacy and growing our membership, so the Marketing team plays an important part towards achieving Vision Super's goals.

What are the essential qualifications?

We're looking for someone:

- Who has a Bachelor's degree in marketing & communications or a similar business-related degree
- Who has 8+ years' experience in marketing/communications, including ability to demonstrate integrated campaign planning and implementation
- With experience in marketing automation platforms
- With experience in building strong professional and collaborative working relationships with key stakeholders
- Who has strong communication and influencing skills
- Who has excellent attention to detail
- Who has the ability to multitask simultaneous projects and priorities
- And has a member centric focus

And if you have:

- Worked agency side
- Experience in Adobe's Creative Suite (desirable)

Then that's a bonus!

All applicants must have Australian or New Zealand citizenship or permanent residency status.

Vision Super is using a specialist recruitment agency to source this role. To be directed to the recruiter please contact Emma Brennan on 03 9911 3138.