

Communications Officer Position Description

Maldon & District Financial Services Ltd (MDFSL) operating as Maldon & District Community Bank (MDCB)

Title	Communications Officer (CO)
Reports to	Executive Officer (EO)
Liaises with	Executive Officer, Chair of Business Development & Communications Portfolio, Community Partnership Lead, Board, Staff and Bendigo Bank
Major Purpose	<p>To increase business for the company by maintaining strong company presence in the community via social media and communications, increasing brand awareness, promoting our model and building the company marketing lists and marketing to the list.</p> <p>To position the Maldon & District Community Bank (MDCB) as the preferred banking service with local financial experts and 'go to' people for user-friendly and understandable financial information.</p> <p>This is to be achieved by implementing and monitoring the MDCB Communications Strategy in conjunction with the Executive Officer and within the brand strategy developed by Bendigo Bank.</p>

Key Tasks	
<i>Strategic marketing planning & implementation</i>	
Key Result Area	<ol style="list-style-type: none"> 1. Attend Business Development & Communications Portfolio meetings (quarterly) 2. In conjunction with the Branch Manager, Executive Officer and Business Development & Communications Portfolio, develop and coordinate the annual marketing calendar (reviewed quarterly). of marketing campaigns and events in line with business goals set by the Portfolio. Calendar should include AGM, grants night, information days targeting specific customer groups such as farmers, tradies, new homeowners, financial literacy workshops etc. <ul style="list-style-type: none"> o Assist in organising events, including sourcing presenters, advertising and logistics o Ensure such events/campaigns are used to best effect for referrals, community engagement, media opportunities and brand awareness 3. Work collaboratively with the Branch Manager and their 90-day plan 4. Create a strong relationship with Bendigo Bank Central (Bendigo Bank platform) 5. Develop a strong understanding of and use of marketing resources supplied by Bendigo Bank Community Central 6. Build relationships with Communications Officers at other Community Bank branches 7. Coordinate the collection of market, competitor and customer data 8. Maximise emergent marketing opportunities 9. Work collaboratively with community organisations as appropriate to achieve marketing goals 10. Monitor and interpret analytics data (e.g. Google Analytics, Facebook, Instagram data) to improve comms strategy 11. Email marketing to CRM list as required 12. Create posters, flyers, signage and other printed materials for marketing purposes 13. Identify the main considerations for accessibility and inclusive design when creating web pages, digital and print content. Create and adapt content to be inclusive and accessible.
Key Performance Indicator	<ul style="list-style-type: none"> • Attendance at marketing and community events • Events and content calendar kept up to date • Communications strategy monitored for effectiveness and adjusted to improve results • Bi-monthly reports to Board including analytics

Key Task	<i>Social media</i>
Key Result Area	<ol style="list-style-type: none"> 1. Monitor and manage company Facebook, Instagram and LinkedIn accounts, including: <ul style="list-style-type: none"> ○ Ensure regular posts and stories including video (minimum 3-5 weekly, can be scheduled); ○ Monitor and reply to posts, comments and interactions in a timely fashion ○ Invite people who comment on posts to 'like' page ○ Refer people from social media to branch/website as required ○ Monitor other social media accounts that we follow (e.g. community partners, funding recipients, community groups, prospective customers) and pursue opportunities for leverage, e.g. sharing and commenting on posts, posting to their pages 2. With Branch Manager, Executive Officer & Community Partnership Lead, liaise with community partners / funding recipients to encourage them to increase our social media exposure, including: <ul style="list-style-type: none"> ○ Repost MDCB posts ○ Post about what MDCB is doing (supply content if necessary) 3. Oversee social media & ensure it complies with company and Bendigo Bank protocols 4. Assess and make recommendations to board on strategic value of other social media platforms
Key Performance Indicators	<ul style="list-style-type: none"> • Facebook activity <ul style="list-style-type: none"> ○ Number of likes increases ○ Engagement with Page • Instagram activity <ul style="list-style-type: none"> ○ Number of fans increases ○ Engagement with account • Connection with funding recipients (i.e. community groups) <ul style="list-style-type: none"> ○ Report on number of groups worked with ○ Demonstration of activity
Key Task	<i>Company newsletter</i>
Key Result Area	<ol style="list-style-type: none"> 1. Publish bi-monthly company newsletter using CRM software e.g. Mailchimp, including sourcing content and photos, writing or delegating content as required (consider negotiating this regularity – could be bi-monthly or quarterly, with additional mailouts as needed (eg AGM, scholarships etc) 2. Strategically use newsletter content to build brand awareness, publicise events and campaigns and increase referrals to branch staff 3. Ensure newsletter provides high value financial literacy content, as well as company news or promotions 4. Continuously build CRM list via website, Facebook, events, in-branch and other methods
Key Performance Indicators	<ul style="list-style-type: none"> • Number of newsletters sent out in timely fashion • Open rate • Links clicked • Number of people on CRM list increasing
Key Task	<i>Website</i>
Key Result Area	<ol style="list-style-type: none"> 1. Work with website consultants to: <ul style="list-style-type: none"> ○ Improve SEO (Search Engine Optimisation) of website to improve organic traffic 2. Review website regularly and keep content up to date
Key Performance Indicators	<ul style="list-style-type: none"> • Website kept fresh with new content • Analytics show improved user interaction with website
Key Task	<i>Obtain Publicity</i>
Key Result Area	<p>In collaboration with Community Partnership Lead,</p> <ol style="list-style-type: none"> 1. Organise and maintain regular editorial (media releases) content in community papers across catchment area 2. Organise speaking, photo opportunities with local media organisations across catchment area 3. Monitor and develop opportunities to leverage sponsorship partnerships with community organisations including speaking opportunities for Branch Manager and board members

Key Performance Indicators	<ul style="list-style-type: none">• Regular articles in all local papers• Regular speaking engagements for Branch Manager & board members
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As at 19th December 2024