

Go To Market, Marketing Manager

[Apply Now](#)

Company: Cuscal Limited

Location: Sydney

Category: other-general

Job Description Our client's success is our success. And you make it happen. Payment systems are complex, regulated and everchanging. We are an established market leading brand who are focused on driving client growth. We're at the forefront of innovation punching above our weight. We're enabling the future for our clients through tech like New Payments Platform (NPP) and Open Banking. We are an unlisted public company and one of five licensed banks in Australia with full direct connectivity and production capability across all domestic payment systems. Whilst the major banks leverage this capability for their consumer and business clients, our B2B model focuses on enabling other banks, fintech's and corporates to deliver innovative and competitive payment and digital solutions to their clients and customers. We are looking for an experienced Go to Market Marketing Manager to join our Marketing department in our Client, Growth and Strategy division. This role will lead Marketing activities across our Open Data, Payments and Acquiring domains. Reporting to the Head of Marketing, the Go to Market, Marketing Manager will be responsible for developing and delivering strategies and executing on programs to support Cuscal business objectives including revenue/NPAT targets, market share and share of wallet for the segments and domains the role will support. The responsibilities in this role include: Develop and deliver go-to-market programs to support our sales teams (Business Development & Client Partnerships) to generate leads that attract new clients or cross-sell/upsell to existing clients within their portfolio. End to end delivery of multi-channel Marketing campaigns in line with business sales and revenue target. Full cycle delivery of multi-channel programs that drive usage of Cuscal's solutions with clients and their customers to

increase revenue. Support the communication of product roadmaps to clients and provide a strategic approach to content and tools to support clients and client facing teams. Clearly articulate the value proposition of each of our products to clients and Cuscal employees that articulate why Cuscal for each product across the portfolio. Monitor and maintain marketing collateral to ensure that it is current in the context of the internal and external environment. Observe budgets and effectiveness of marketing spend so the activity is within the budget/resources allocated and approved. Provide regular reporting to senior management and individual product teams via portfolio reporting (PIRs) and updates. Manage partner agency relationships, workflow, and related expense budgets. Provide support across the Marketing & team as required.

What's in it for you? When you join Cuscal, you become part of something bigger. You will work with a close-knit team with fantastic opportunities to learn and grow in your career. You'll be working for a values-based organisation that supports development, internal career moves and flexible working.

About You This is a highly visible and critical role within Cuscal and for this reason it requires the ideal candidate to have extensive experience delivering B2B marketing programs in a payments or financial services environment with sales and revenue outcomes to be considered for this role. Specific experience in Payments/Open Banking is also highly regarded.

As the successful candidate we request that you also have the following to be considered for the role: Proven experience in using CRM and marketing automation systems. Advanced word and PowerPoint skills with the ability to use other technology to create engaging visual content. Expertise in analysing and converting data to insight-driven marketing programs. Strong written and verbal communication skills. Proven presentation and project management skills. Natural collaborator and can influence action and outcomes across cross-functional groups. Analytical and critical thinking mindset, with the ability to problem solve effectively. Self-assured in providing accurate results in a tight deadline driven environment.

Why Cuscal? We are in the rapidly evolving world of payments, and we are committed to providing a diverse and inclusive workplace where the very best talent in Australia chooses to work. We support our colleagues with flexible work arrangements through our hybrid model whilst also offering a wide range of educational, financial, lifestyle, health & wellbeing benefits.

Next Step If you think this role is the right fit for you, we invite you to apply. Let's explore who you are and what drives you. We'd love to share our vision for the future of payments sector. Please note candidate screening and interviews may be conducted prior to the closing date of the job advert.

Additional Information Cuscal does

not accept unsolicited resumes from recruitment agencies and search firms. Please do not email or send unsolicited resumes to any Cuscal employee, location or address. Job Location I'm interested I'm interested Privacy Policy Cookies Settings

[Apply Now](#)

Cross References and Citations:

1. [Go To Market, Marketing Manager BollywoodjobsJobs SydneyBollywoodjobs](#)
2. [Go To Market, Marketing Manager Germanyjobs Jobs SydneyGermanyjobs](#)
3. [Go To Market, Marketing Manager Productmanagementjobs Jobs Sydney Productmanagementjobs](#)
4. [Go To Market, Marketing Manager Visualcontentcareeropportunities Jobs Sydney Visualcontentcareeropportunities](#)
5. [Go To Market, Marketing Manager Contentwriterjobs Jobs SydneyContentwriterjobs](#)
6. [Go To Market, Marketing Manager Canadianjobscentral Jobs Sydney Canadianjobscentral](#)
7. [Go To Market, Marketing Manager Karachijobs Jobs SydneyKarachijobs](#)
8. [Go To Market, Marketing Manager HtmljobsJobs SydneyHtmljobs](#)
9. [Go To Market, Marketing Manager Newyorkcityjobs Jobs SydneyNewyorkcityjobs](#)
10. [Go To Market, Marketing Manager Insurancejobs Jobs SydneyInsurancejobs](#)
11. [Go To Market, Marketing Manager ProgrammingjobsnearmeJobs Sydney Programmingjobsnearme](#)
12. [Go To Market, Marketing Manager Searchcanadajobs Jobs Sydney Searchcanadajobs](#)
13. [Go To Market, Marketing Manager Searchamericanjobs Jobs Sydney Searchamericanjobs](#)
14. [Go To Market, Marketing Manager PsychiatristjobsnearmeJobs Sydney Psychiatristjobsnearme](#)
15. [Go To Market, Marketing Manager Philippinesjobs Jobs SydneyPhilippinesjobs](#)
16. [Go To Market, Marketing Manager UsajobscentralJobs SydneyUsajobscentral](#)

17. Go To Market, Marketing Manager CopenhagenjobsJobs SydneyCopenhagenjobs ↗
18. Go To Market, Marketing Manager Braziljobs Jobs SydneyBraziljobs ↗
19. Go to market, marketing manager Jobs Sydney ↗
20. AMP Version of Go to market, marketing manager ↗
21. Go to market, marketing manager Sydney Jobs ↗
22. Go to market, marketing manager Jobs Sydney ↗
23. Go to market, marketing manager Job Search ↗
24. Go to market, marketing manager Search ↗
25. Go to market, marketing manager Find Jobs ↗

Source: <https://au.expertini.com/jobs/job/go-to-market-marketing-manager-sydney-cuscal-limited-2708-41361/>

Generated on: 2024-05-04 by Expertini.Com