

Position Description

Marketing Manager

Avanti Finance Group is a privately owned specialist lender operating across New Zealand and Australia. We're on a growth mission to lead and inspire through innovation and exceptional financial services, while building a motivated, engaged workplace centred on personal growth and high performance.

About the role

Reporting to the Head of Marketing, you'll own the end-to-end delivery of marketing for assigned portfolios across New Zealand and Australia.

This is a varied, hands-on role for a proactive marketer who wants to take ownership, work closely with senior stakeholders and make a measurable impact. You'll develop and deliver marketing activity that supports business growth, strengthens our brands and creates clear, engaging experiences for customers and introducers.

Success in this role requires the confidence to drive work forward, the curiosity to identify opportunities and the willingness to roll up your sleeves and deliver.

IN THIS ROLE, YOU WILL:

Portfolio ownership

- > Own the end-to-end marketing delivery for assigned portfolios, currently our Australia business, plus Auto and Personal Lending in New Zealand.
- > Develop and execute portfolio marketing plans, campaigns, content and communications aligned to business objectives.
- > Identify opportunities, target audiences and positioning strategies that support growth, engagement and brand awareness.
- > Apply your understanding of the financial services market to translate complex financial products and services into clear, compelling propositions and communications for customers and introducers.

Campaigns, content and performance

- > Create and deliver compelling content across multiple channels, including social media, email marketing, websites and thought leadership.
- > Manage digital and traditional advertising activity, working with agency, media and supplier partners.
- > Deliver customer lifecycle and data-driven marketing initiatives that improve engagement, retention and conversion.
- > Maintain portfolio collateral and website content, ensuring all materials are accurate, compliant and on brand.
- > Analyse campaign performance, customer feedback and market insights to identify opportunities and continuously improve results.
- > Manage marketing budgets to maximise return on investment.

Stakeholder partnering

- > Work closely with the Head of Marketing and your marketing colleagues to shape priorities, refine strategy and ensure high-quality execution.
- > Partner with product, pricing, lending and sales teams to deliver product and pricing updates and growth initiatives.
- > Support business development activity through events, presentations, sales materials and award submissions.
- > Build effective relationships with senior leaders and stakeholders, ensuring marketing activity is aligned with business priorities.
- > Support strategic projects, including the rebranding of our Australian business.

Risk and compliance

- > Ensure all marketing activity meets brand standards and regulatory requirements
- > Apply a risk and compliance lens, ensuring legal adherence, and managing all day-to-day risks

- > Operate with integrity by upholding high standards in compliance and risk management through adherence to the three lines of defence model.

Living our values

- > Demonstrate our values every day – Champion the Customer, Win Together, Do What’s Right, and Be Curious
- > Work collaboratively as part of the team, following your manager’s reasonable instructions and taking on additional responsibilities as needed. While this role is focused on Auto AU, Auto and Personal NZ, portfolios or priorities may evolve, or additional projects may be assigned in line with business needs.

THE SUCCESSFUL CANDIDATE WILL HAVE:

- > At least 7 years’ marketing experience with a strong track record of delivering effective campaigns and communications across a range of marketing channels and strategies.
- > A proactive, self-starter approach, with the confidence to take ownership, solve problems and drive work forward.
- > The ability to balance strategic thinking with hands-on delivery.
- > Strong commercial judgement and an interest in understanding how marketing contributes to business performance.
- > Confidence working cross-functionally and influencing stakeholders at different levels.
- > Excellent written, verbal, and analytical skills with strong attention to detail.
- > Competence using marketing platforms and tools, such as email marketing software, social media platforms, analytics tools and website content management systems.
- > While you don’t need to be a professional writer, you should be comfortable drafting marketing content and briefing content requirements.
- > Financial services experience and exposure to the Australian market are a plus.

OPERATIONAL DETAIL:

Location	30 Daldy Street, Wynyard Quarter, Auckland (with occasional travel to Australia)
Department	Marketing
Reporting to	Head of Marketing
Direct reports	None
Key relationships	Auto and Personal sales and lending, legal and product teams, senior leaders across the business, and external partners