

## The Company

Ultradata is a leading supplier of financial technology solutions in the banking and financial services industry. Since its establishment in 1977, Ultradata has successfully completed thousands of technology projects within the sector, and opened up offices in Australia, Malaysia and New Zealand.

With over 80 clients in Southeast Asia and the Oceania region, and a long track record of innovation in the core processing and digital banking technology space, Ultradata now enjoys the largest footprint in core banking, lending, and digital banking.

## The Role

Ultradata is looking for a Marketing Consultant to work closely with the Head of Marketing. The role involves

- participating in a team environment to drive marketing performance, maintain existing market share of current customer base, and grow market position through the execution of product marketing strategies.
- working closely with internal stakeholders to develop and deliver integrated marketing communication activities
- nurture the brand and its positioning for Ultradata and its subsidiaries

### Specific accountabilities will include:

Content writing:

- Develop technically accurate and easily understood product information content that clearly communicates client and customer (end user) benefits
- Generate effective client proposals, presentations and fit for purpose materials
- Create and maintain product marketing collateral libraries
- Work effectively with internal clients in scoping out project objectives and designing content structures to deliver on desired targets
- Co-lead the writing of editorial articles aimed at targeted FinTech journals, magazines and mainstream newspapers (online/event and print)
- Develop narratives to generate effective online cut-through and buy-in from targeted audiences and market segments
- Develop consistent and on-point key messaging and content for multi-channel communications
- Contribute to and maintain a calendar of multi-channel digital content for execution throughout the calendar year

Digital Marketing

- Action evidence-based marketing campaigns to increase the uptake of products and solutions as 'add value' to Ultradata's existing client base, and effectively position the brand to new clients
- Create evidence-based multi-channel integrated marketing and communication strategies
- Assist in the breakthrough into the FinTech sector of a new geographical market by providing evidence-based research

- Execute strategic social and digital media campaigns
- Assist in the day to day management of social media handles, and data
- Day to day maintenance of the Ultradata corporate website and intranet

**The Ideal Candidate:**

- A tertiary qualification in marketing, or communications
- Minimum 5 years experience in marketing with the ability to work autonomously and lead delegated projects
- Demonstrable experience in
  - developing and managing a range of multi-channel marketing campaigns and professional product presentation structures
  - development of building and managing effective brands
  - marketing product collateral writing and development
- Exceptional writing skills
- Proficient in
  - the use of digital marketing platforms and their management.
  - IT skills, including the use of eDM platforms (Google Forms, Campaign Monitor) word processing, email, and spreadsheets.
- Desired
  - 3+ years in digital article publication and editorial writing, or PR-related execution experience.
  - Knowledge of the FinTech industry



*Must be fully vaccinated against Covid-19 with the willingness to receive booster vaccinations as the Covid-19 vaccination landscape evolves.*