

AMP Marketing Graduate

Leadership level

Leading self

Business unit

Marketing

Reports to manager job title

Rotation Leader
Graduate Program Manager
Graduate Champions

Division

Marketing

Number of direct reports

0

Location of role

Sydney - Quay Quarter Tower, 50 Bridge Street

Key relationships

Rotation Leader, Team & Stakeholders
Graduate Champions & Program Manager
Graduate Cohort & Buddies
AMP Leadership Team

Financial accountabilities

NA but maintain a commercial mindset

About The AMP Graduate Program

The AMP Graduate Program is designed to develop a pipeline of talent with the ability, agility, and aspiration to become future technical and people leaders, introduce fresh perspectives, new ideas into the business, and promote collaboration across business areas.

Our two-year program is specifically designed to equip graduates with the necessary skills and knowledge to thrive in the corporate world. Our aim is to nurture our Graduates by providing a holistic development experience using the Learning Model 70/20/10 as the foundation. With the AMP Graduate Program, graduates can expect a structured and enriching program that prepares them for a successful and rewarding corporate career.

About The Marketing Business Unit

The Brand & Marketing function in AMP is critical in driving the success of AMP's renewed focus on Growth across its main businesses – Bank, Superannuation & North Wrap Platform. This function is responsible for developing compelling strategies to acquire, retain and delight both consumers and businesses across Australia.

The Marketing team takes a strategic approach to marketing aligned to AMP's segment strategy and is responsible for the development and delivery of all marketing campaigns, collateral, customer engagement activity, data analysis, insights and digital. This team is accountable for all marketing components in the go-to-market process, ensuring that it meets the needs of the organisation, our customers and our advisers. This team is also responsible for the design, management and evolution of the AMP Brand, to align with changing consumer expectations and needs, aligned with the business targets and outcomes. This team also manages and owns the Consumer digital assets for the Group, including the MyAMP App, Secure website and public website.

About the Marketing Stream

The Marketing Stream offers graduates a comprehensive introduction to strategic marketing within a leading financial services organisation. Graduates' complete rotations across AMP's Brand & Marketing function, gaining exposure to a wide range of marketing disciplines that support AMP's growth across its core businesses – Bank, Superannuation, and the North Wrap Platform.

Graduates will have the opportunity to gain experience in areas such as:

- Customer engagement and insights
- Marketing campaign development and execution
- Digital marketing and asset management (including MyAMP App and AMP websites)
- Brand strategy and management

- Data analysis and performance reporting
- Go-to-market strategy and stakeholder collaboration

This stream is ideal for graduates who are creative, analytical, and passionate about using marketing to drive business outcomes and enhance customer experience.

Rotations Offered

Rotations (but not limited to):

- Customer engagement and insights
- Marketing campaign development and execution
- Digital marketing and asset management (including MyAMP App and AMP websites)
- Brand strategy and management
- Data analysis and performance reporting
- Go-to-market strategy and stakeholder collaboration

Qualifications Required

- Marketing related degree

Our People Promise

Our promise to our people is to provide:

- **Meaningful work** that is broad, interesting, and challenging leading to career defining experiences.
- **Committed leaders** in the industry who are committed to transforming AMP
- **Inclusive people** who are passionate, welcoming and united by a common purpose
- **Flexibility and wellbeing** that includes freedom to work flexibility and a range of benefits to support health and wellbeing
- **Community impact** that includes a long history of giving back to the community and opportunities to have real impact

AMP Purpose & Values

Our Purpose

Our purpose - **helping people create their tomorrow** – guides our actions and decisions.

- **For our customers:** this means giving them the confidence to take control of their finances and achieve their goals.
- **For our partners:** this means working together to meet the needs of customers
- **For our shareholders** this means delivering sustainable financial performance and returns.
- **For our employees** this creates meaningful opportunities to contribute and deliver positive outcomes.
- **For our communities** this means improving financial equality through our community partners, grants programs and volunteering.
- **For all our stakeholders** it is about delivering value and impact and reporting meaningfully on our progress.

Our Values

- **Put customers first:** we are here for our end customers. Their experience and outcomes matter to us. We consider customers in all our decisions and make it as simple as possible for them to take control and achieve their goals.
- **Own it:** accountability starts and stops with all of us. We hold ourselves and each other accountable, honour our commitments, move quickly to execution, and deliver results.
- **Be brave:** courage empowers us to have a go and chase after our priorities. We speak up, think big and try new ways of doing things. If something isn't working, we fail fast, adapt, and learn.
- **Play as one team:** when we play as one team, we achieve more. We break down silos and come together quickly to solve problems and kick goals, playing to our strengths, and sharing our wins and losses.
- **Do the right thing:** doing the right thing matters, even when no one is looking. We are respectful, act with integrity, and deliver on our promises. This is how we earn trust.

Our Leadership Spark

Our **leadership expectations** clarify the **behaviours** that are critical for success for our leaders at AMP and can be used to guide development and progression

- **Create Value:** (Communicate the Strategy, Act Like a Business Owner, Promote Innovation)
- **Deliver Results:** (Promote Relentlessly, Drive Performance, Adapt and Adjust)
- **Empower Teams** (Start with Curiosity, Coach for Growth, Engage and Inspire)

Inclusion and Diversity

AMP welcomes people with all kinds of life and work experiences. Our individual differences – and collective strength – make for great employee, customer, and business outcomes. What unique insights could you bring to the AMP team?