



Job Description

Job title: Marketing Officer

Employed by: Plymouth of City Credit Union (via the Time To Shine Programme)

The City of Plymouth Credit Union is a not for profit, member-owned financial organisation dedicated to the economic development of the community of Plymouth, Devon, Cornwall, and the Isles of Scilly. We provide financial services to all our members including those who have been excluded from traditional services.

Job overview: To work with the credit union's marketing sub-group and carry out the implementation of the majority of its online components, including monitoring and review of the plan on a regular basis.

Principle duties and responsibilities

- To promote the credit union and raise its profile at every opportunity
- To participate in the production of publicity materials and marketing campaigns, to assess and report on their effectiveness and to develop future approaches as required
- To create helpful and constructive publicity for the credit union, in particular online resources through effective public relations with the media, use of social media other community organisations
- To participate in the evolution of the credit union's marketing plan to encourage growth in membership and increased use of services, in particular loans

General

- Ensure confidentiality with a high level of integrity and professionalism
- Attend training programmes and workshops as required
- Update and maintain knowledge of credit union policies and procedures ensure these are followed
- Update and maintain knowledge of products and services offered by the credit union
- Be aware of and comply with all Health & Safety regulations as directed
- Use professional and non-judgemental language and practices in the course of all work
- Deal calmly and professionally in stressful situations, requesting help where appropriate
- Attend and contribute to meetings as required
- Undertake additional roles as required

Person Specification: Marketing Officer

Essential:

- Excellent communication skills (writing, telephone and face-to-face)
- Excellent creative, numeracy and organisational skills
- Able to work under pressure and with supervision
- Able to work on own initiative and solve problems
- Reliable, well organised and flexible
- Honest, able to maintain confidentiality
- Good knowledge and experience of social media and marketing
- Committed to working in a team of paid and volunteer team members

Desirable:

- Good general understanding of personal finance, debt and benefits issues
- Understanding of the role of credit unions and commitment to its values
- Experience of bank or credit union work
- Experience of social enterprise or community work