

Job Title: Marketing Officer/Administrator

Contract: 1 Year Contract based on 33.5 hours per week Tuesday to Saturday

Reporting to: The CEO.

Summary of Role:

Reporting directly to the CEO, the Business Development and Marketing Officer is responsible for identifying opportunities and building relationships that result in both active membership growth and increased lending, in accordance with the credit union's strategic objectives.

His/her primary role is to foster, develop and maintain productive relationships with individuals, groups and businesses within the common bond, in order to increase active membership and lending. The Successful candidate will play an active role in the implementation of the business development and marketing strategy.

Policy development and planning, with key responsibility for encouraging new business into the credit union, is an important part of this role. This requires a thorough knowledge of the market, the solutions/services the credit union can provide, and of the credit union's competitors.

Principal Duties & Responsibilities:

- Implement the business development and marketing strategy for the credit union in conjunction with the credit union's strategic plan:
- Design and implement effective marketing campaigns to increase the Loan Book and Active Membership
- Develop clear, cost effective communication plans with all stakeholders, through direct mail, digital, online marketing, web development, and social media
- Design and produce advertising and point of sale promotional displays and material.
- Analyse membership market trends, and enhance member involvement through member surveys/focus groups in line with business development strategy.
- Organise and attend all PR and event activities: act as the key credit union representative with all media: advertising, newspapers, local magazines, online etc.
- Develop Youth campaigns that will encourage younger members to join and support the Credit Union through promotion of the Credit Union ethos in primary, secondary and third level education;
- Manage and maintain the credit union website, Facebook page, Twitter account and any other social media utilised by the credit union;
- Carry out Administration duties as requested.

The successful candidate should have the following:

- Relevant marketing experience in a result driven, customer focused environment, at least 1 years' experience in a similar role.
- Relevant 3rd level qualification in Marketing/Business or other

- A customer centric approach, focused on delivering continuous improvement in the services provided to the credit union's members
- Excellent interpersonal and communication skills: verbal/written and public speaking/presentation
- Proven ability to work on own initiative as well as part of a team
- Proven target driven experience and delivery of quality results
- Commercial focus, combined with the ability to manage relationships with multiple stakeholders
- Excellent IT skills and knowledge of digital marketing and social media, and experience in using a variety of software packages, such as Microsoft Word, Outlook, PowerPoint, Excel, etc.
- Drive and enthusiasm for the Credit Union ethos
- A clean driver's license

Applications including a cover letter and CV by email to manager@trinitycu.ie.

Closing date: 5 p.m. on Friday 14th February 2020.

Applications will be shortlisted for interview.

Our Recruitment Privacy Notice is available on our website or you can request a copy in branch.

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