

JOB DESCRIPTION

Job Title: MARKETING OFFICER

Reports To: CHIEF EXECUTIVE OFFICER

GENERAL DESCRIPTION OF POSITION

Part-Time Marketing Officer (Fixed Term Contract) Lewisham Plus Credit Union Limited (LPCU) was founded in 1992. We serve over 12,500 adult and 1,400 junior members. Our “common bond” means that anyone who lives or works in the London Boroughs of Lewisham or Bromley, or in the SE19 post code, can join.

We are seeking an outstanding individual to join our team as a part-time Marketing Officer to help us plan, organise and oversee the organisation’s marketing strategy, activities and campaigns.

Working with the CEO and the rest of his team, you will play a key role in shaping and driving forward our marketing activity across all platforms, including social media platforms. You will be integral in helping us to engage with both existing and new members and promoting our services to cross-sector partners and other stakeholders.

You will assist us in actively engaging with communities, building links with local community groups and helping raise public awareness of the services we offer in tackling financial exclusion. Ideally you will have some understanding of the challenges faced by local communities in Lewisham and Bromley.

You should have experience within a similar marketing role, including experience of developing and delivering marketing documentation and plans with aligned content and within a budget. (and the ability to recruit and manage volunteers?). You will need to be flexible, enthusiastic, and committed to partnership working and engaging with local communities.

Particulars:

Hours of work: 15 hours per week which may include occasional early mornings, weekends and evenings

Salary: £25,000pa pro-rata

Duration: Fixed term 6 months, subject to extension by mutual agreement

Holidays: 25 days + bank holidays (pro-rata)

Pension: 5% Employer contribution under Automatic Enrolment Scheme

Base: You will be based at our branch at the Green Man, but will be expected to work at any of our four branch offices, from time to time. You will be expected to attend occasional meetings and events in other locations in Lewisham and Bromley, either on your own or with the CEO.

How to apply: Please complete the application form outlining how you meet the requirements of this role, and return it with a copy of your CV to ceo@pluscu.co.uk

Closing date: 31st August 2022

MARKETING OFFICER

JOB DESCRIPTION - DUTIES AND RESPONSIBILITIES

- 1 Developing and maintaining a comprehensive marketing strategy for the Credit Union which seeks to attract new members and retain existing members.
- 2 Create content for our social media platforms, newsletter and all other publication materials and ensuring they remain up to date and relevant.
- 3 Seek member feedback including via TrustPilot etc. and manage the process of responding on the Credit Union's behalf.
- 4 Undertake research into our common bonds' demographics to ensure we are serving the right markets with our products, education and community engagement.
- 5 Responsible for managing all press releases.
- 6 Responsible for the development, production and distribution of the Credit Union's newsletters, posters, leaflets and campaigns.
- 7 Work with our trade association, ABCUL's, London and South East forum to promote credit unions generally and LPCU specifically.
- 8 Responsible for being the "custodian" of the LPCU brand, ensuring its consistent use and development in all formats and documents.
- 9 Responsible for developing and running an annual customer survey.
- 10 Responsible for marketing materials including creating/maintaining pitchbook materials for use when engaging with partners and corporate members and supporting relevant meetings.
- 11 Maintaining effective links and relationships with Board members and in particular members of the Marketing and Member Engagement Sub-Committee of LPCU's Board.
- 12 Management, with the CEO, of the Credit Union's marketing budget.
- 13 Commitment to good equal opportunities practice and to the ethos of the Credit Union as a people-friendly community-based social enterprise.
- 14 Personal compliance with all of the Credit Union's health and safety policies and procedures.
- 15 Personal compliance with FCA Code of Conduct rules and procedures.

FCA conduct rules:

- a) Act with integrity.
- b) Act with due skill, care and diligence.
- c) Be open and cooperative with FCA and PRA and other regulations.
- d) Pay due regard to the interests of customers and treat them fairly.
- e) Observe proper standards of market conduct.

Person Specification:

- Proven experience in similar marketing roles
- Knowledge of marketing techniques and principles
- Ability to plan and execute cross-platform marketing campaigns tailored to various audiences
- Good understanding of market research techniques, statistical and data analysis methods
- Thorough understanding of social media and web analytics
- Excellent written and communication skills, being able to communicate effectively with customers, staff, volunteers and other stakeholders.
- [Ability to lead, support, and train team members and volunteers in marketing activity]
- Ability to work unsupervised and to deliver against agreed targets.
- Excellent time management skills and ability to multi-task and prioritise work
- Good team player with ability to work flexibly
- Understanding of, and commitment to continuous improvement
- Appropriate IT skills
- A degree in marketing, business administration or relevant field would be useful but not essential
- Flexible approach to working time, including ability to work some weekends and evenings