

<b>Title:</b>	<b>MARKETING and DEVELOPMENT OFFICER</b>
<b>Date:</b>	August 2018
<b>Location:</b>	The Barn, Manor Lane, Harlington, Middlesex. UB35EQ.
<b>Reporting to:</b>	Business Development Manager
<b>People Responsibility:</b>	N/A
<b>Personal Attributes:</b>	<ul style="list-style-type: none"> <li>You will support the Business Development Manager in delivery of the marketing strategy.</li> <li>You find opportunities to promote our brand, products and services to both new and existing members.</li> <li>You are happy to provide a different view and alternative ways of working and do so with an inclusive and collaborative approach.</li> <li>You are professional in your approach, ensuring you are presentable, punctual and organised at all times.</li> <li>You will maintain and develop your own skills, knowledge and behaviours as well as keep up to date with regulatory standards and changes.</li> <li>You will demonstrate the PSCU values and competencies at all times.</li> <li>You will assist with and provide support to other projects and activities as and when required.</li> </ul>
<b>Key Responsibilities:</b>	<ul style="list-style-type: none"> <li>To assist in carrying out promotions, develop strategies for those promotions as well as generate leads from promotional events</li> <li>Delivery of outreach and promotional events across the UK maybe with some occasional overseas venues</li> <li>Develop and maintain frontline contacts with relevant workplaces, employees and serving personnel</li> <li>To promote the business and its services in a professional and positive way</li> <li>Based on the knowledge and experience of the wider team and the understanding member needs, develop promotional literature and work closely with designers/printers in respect of printing and distribution and updating of materials</li> <li>To compile regular updates for the website and all other communication platforms and ensure accuracy of information at all times</li> <li>To be responsible for all social media activity of the company, including monthly social media activity reports, compliance and other related activity</li> <li>Organise and conduct a calendar of workplace / military base promotional and educational visits to generate awareness and improve financial knowledge across stakeholders</li> <li>Assist in promoting the Annual General Meeting and production &amp; delivery of marketing materials all within the agreed timeline</li> <li>Support the delivery of excellent comms and marketing function</li> </ul>

<b>Key Skills:</b>	<ul style="list-style-type: none"> <li>• Provide invaluable insight and feedback to the business about how well our products and services are received, along with information on how we shape our products and services</li> <li>• Work with Lending and Customer Service teams to share knowledge and ensure that all strategies are developed to support the growth of the business</li> <li>• Identify and support Ambassadors for the business</li> <li>• Working with other areas of the business to develop and implement campaigns – including online and offline strategies with clear analysis on ROI before going to market</li> <li>• Understand and work within the regulated framework of credit unions</li> <li>• Develop and deliver internal comms plan</li> <li>• Carry forward the business strategy aimed at raising the profile of PSCU and Joining Forces and acquire appropriate accreditations</li> <li>• Produce monthly reports for the CEO/COO and Board</li> <li>• Deliver a number of customer forms for the specific member groups in order to ensure marketing and products are developed to meet the needs of the membership and deliver on the organisations growth ambitions</li> <li>• Understand and utilise the full range of technological developments to reduce demands of resources and achieve best ROI wherever possible</li> </ul>
	<ul style="list-style-type: none"> <li>• Knowledge or prior understanding of the following software: <ul style="list-style-type: none"> <li>- Mailchimp (Email Marketing)</li> <li>- Esendex</li> <li>- Google Adwords/Analytics</li> <li>- Facebook, Twitter, LinkedIn, Instagram, Yammer</li> <li>- Microsoft Office (Mail Merge)</li> <li>- Survey Monkey</li> <li>- Video Production and Development</li> <li>- Power Point</li> <li>- Advanced Excel</li> </ul> </li> </ul>
<b>Experience:</b>	<p>Desirable:</p> <ul style="list-style-type: none"> <li>• Marketing or Business-Related Degree</li> <li>• CIM Qualification</li> <li>• HubSpot Experience</li> </ul>
	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Minimum 1 years' experience working within a marketing related role.</li> </ul> <p>Desirable:</p> <ul style="list-style-type: none"> <li>• Previous experience working within the CU or Financial Services sector</li> </ul>
<b>Knowledge:</b>	<p>Essential: None</p> <p>Desirable:</p> <ul style="list-style-type: none"> <li>• A basic understanding of business ideally within the CU or Financial Services sector</li> </ul>
<b>Other:</b>	<p>A full UK driving licence is require for this role and access to a vehicle is desirable.</p>