

# Job Description

<b>JOB TITLE: MARKETING OFFICER</b>	<b>SALARY: STARTING AT £23,075</b>
<b>REPORTS TO: BUSINESS DEVELOPMENT MANAGER</b>	<b>APPLICATION DEADLINE: 17/01/22</b>

## AN OVERVIEW OF THE ROLE

As a Marketing Officer, you are responsible for the growth of the Credit Union and spreading awareness about our services across multiple marketing communication channels, including advertising (print & digital), events and presentations, public relations, digital marketing (PPC), social media marketing and email marketing.

Your focus is to drive forward the digital marketing strategy and identify opportunities to innovate, in addition to attending events to represent the Credit Union.

## KEY RESPONSIBILITIES

- To contribute towards the marketing plan; identifying areas of activity, membership targets, and retention activity that fits with the overall marketing strategy.
- To achieve the targets agreed in the strategy planning, ensuring the number of members and product take up is not only maintained but increased.
- Co-ordinate marketing campaigns from concept to completion in line with a set timescale, through digital or printed media.
- To produce and proof any promotional copy that is used by the Credit Union.
- To create digital marketing campaigns utilising social media marketing, SEO, PPC and referral marketing.
- Manage and monitor social media accounts and websites, whilst ensuring everything is accurate and compliant.
- Help to create concepts for various marketing materials in line with brand guidelines, with the creative skill to execute it. (e.g. booklets, flyers, adverts).
- Complete post campaign evaluation and analysis to identify opportunities for improvement with future campaigns.
- Build relationships with key stakeholders within the Police Family and seek opportunities to grow the Credit Union, including attending networking events.
- Responsible for booking and arranging events for the marketing team by communicating with stakeholders and obtaining contact with event organisers. Flexibility with working hours will be required to

accommodate events, with some overnight stays necessary.

- To present during new recruits training and pre-retirement seminars, to educate members and potential members of the Credit Unions benefits.

## KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR SATISFACTORY PERFORMANCE IN THE JOB

This role is member facing with events and presentations, so high levels of customer service must always be maintained. When working within the office, the Marketing Team are required to have strengths in teamwork to work together to achieve the annual targets. The Marketing Team must also work with the wider organisation to assist in strategic changes, new product development and problem solving where marketing communications are required (e.g. sharing information to members).

### Teamwork

*Understand the importance of effectively supporting, and relying upon, fellow teammates*

You will need to work well within the team, offering one another support and give constructive feedback for all to continuously improve.

### Innovation

*Use imagination and creative thinking to achieve great results*

You will be required to offer creative input on tasks, giving ideas for various campaigns to keep the Credit Union ahead of competition.

### Self-motivation

*Self-motivated, independent and enthusiastic when managing workload*

You will be required to manage your time, calendar and events that you are scheduled to attend. You will need to ensure marketing activities are completed to a high standard and in good time.

### Results focus

*Personal responsibility for making things happen and achieving required results*

The Marketing Team is responsible for achieving membership and lending targets and you will be required to help work to achieve these targets each month.

### Communication

*Share information with others in a professional, clear and friendly manner*

Great communication skills are necessary in both a written and verbal format. The communication style is to be knowledgeable and friendly. **The successful applicant will be required to present confidently in front of an audience.**

### Strategic perspective

*Act in a tactical manner based on the needs of the organisation and knowledge of the industry*

You will need to act in the best interest of the organisation, rather than just own area or department. You will need to understand policies and procedures and be responsible for abiding by them.