

Job Description – Marketing Manager

Role: Marketing Manager

Reports to: Chief Business Development Officer

Salary/Grade: G £42,316

Hours: Full time

Location: Cheadle Royal Business Park / Hybrid / Agile Working

Key Relationships: Management Team, All Colleagues, Stakeholders and the Membership.

Who we are:

At No1 CopperPot Credit Union, we believe in the power of community and family. As a member-owned organisation, we are dedicated to serving the Police community with a personal touch. Our mission is to make saving easy, offer affordable loans, and assist our members in buying or remortgaging their homes. When you join our team, you become part of a close-knit community that values trust, support, and mutual growth. We are looking for passionate individuals who share our commitment to making a positive impact on the lives of our members. Come and be a part of our team, where your contributions truly matter.

Role Overview:

We are seeking a dynamic, commercially minded, and digitally focused Marketing Manager to play a central role in driving the growth and visibility of No1 CopperPot. This role goes beyond traditional marketing and is instrumental in supporting business growth, member acquisition, retention, and delivery of the organisational business plan.

You will lead the planning, execution, and optimisation of multi-channel marketing activity, using insight and performance data to influence decision-making and shape future strategy. Strong leadership skills are essential, as you will guide and raise capability within a small marketing team, strengthening processes, improving planning discipline, and embedding a high-performance culture.

This is an ideal opportunity for someone who is strategic, commercially aware, organised, and proactive, bringing fresh thinking, strong communication skills, and a collaborative approach to continuously elevate our marketing impact.

Key Responsibilities:

Strategic Leadership & Planning

- Lead the development of forward-looking marketing strategies aligned to business plan objectives and growth priorities.
- Translate organisational strategy into clear, actionable marketing priorities that drive measurable outcomes such as member acquisition, conversion, engagement, and retention.
- Influence commercial decisions by presenting insight-driven recommendations to senior leaders and the wider Management Team.

- Drive long-term thinking, innovation, and continuous improvement across marketing planning and delivery.
- Ensure all activity aligns with brand strategy, organisational objectives, and member value.

Campaign Management & Delivery

- Plan, deliver, and optimise integrated multi-channel campaigns (digital, social, email, web, paid channels, print) designed to deliver commercial impact.
- Oversee campaign workflows, timelines, and quality standards to ensure effective, timely delivery.
- Ensure campaign messaging is engaging, accurate, compliant, and aligned with member needs.
- Coordinate cross-functional collaboration for campaigns with operational, lending, or service implications.

Digital Marketing & Channel Oversight

- Lead the performance and optimisation of key digital channels including website, social media, email marketing, and paid advertising.
- Maintain and improve the digital ecosystem (SEO, content, UX, accessibility, and platform management).
- Champion digital best practice, innovation, and new approaches to deepen member engagement.

Data, Insights & Performance Analytics

- Establish clear KPIs that link marketing activity with commercial outcomes (conversion rates, cost of acquisition, campaign ROI, member value).
- Monitor and evaluate performance using analytics tools to drive decision-making and identify improvement opportunities.
- Produce regular insight-led reports for senior leaders, highlighting performance trends, risks, and recommendations.
- Foster a culture of data-driven decision-making and build capability within the team to interpret and act on insight.

Team Leadership & Line Management

- Manage, support, and develop team members through effective coaching, feedback, and day-to-day leadership.
- Create an environment that encourages creativity, accountability, and collaborative working.
- Support resource planning, workload prioritisation, and ensuring the team is equipped to deliver high-quality work.
- Lead recruitment and onboarding where required.

Brand, Compliance & Quality Control

- Ensure consistent brand representation across all marketing outputs and channels.

- Maintain high standards of accuracy, clarity, and compliance in all materials, working within internal policies such as the marketing and social media policy.
- Operate within regulatory, governance, and approvals frameworks, applying disciplined control to marketing processes.
- Work effectively within the Credit Union’s compliance, audit, and risk expectations.

Stakeholder & Agency Collaboration

- Build strong working relationships with senior leaders, internal teams, and external partners.
- Confidently present insights, recommendations, and strategic proposals to the Management Team and C-Suite.
- Act as a key point of contact for marketing-related queries, opportunities, and cross-departmental initiatives.
- Brief and manage agency partners to ensure aligned, high-quality deliverables.

About you:

You are an experienced, proactive Marketing Manager with a strong track record of delivering commercially impactful digital campaigns. You are confident planning and delivering multichannel activity, creating engaging content, and making insight-driven decisions that support acquisition, growth, and retention.

As an experienced people manager, you’re comfortable leading and developing a small marketing team and equally comfortable rolling up your sleeves to support day-to-day delivery. Working in a small, busy team means you’re happy to switch between strategic thinking and hands-on tasks, ensuring the work gets done and standards remain high.

You are a strong communicator, comfortable presenting to senior leaders, shaping decisions with insight, and building trusted relationships across the organisation.

You have a naturally collaborative approach, and you’re driven by achieving measurable results and continuously improving performance. You stay up to date with the evolving digital landscape and bring a passion for both brand building and data-driven decision making. As a leader, you’re supportive, organised and committed to helping others grow while pushing forward ambitious marketing goals.

Qualifications and skills you will bring to us:

- Degree in Marketing, Communications, Business, or a related field, or equivalent relevant experience.
- Experience working in regulated or high-risk environments with an understanding of governance and approvals processes.
- Strong written and verbal communication skills, with the ability to confidently present to senior leaders.
- Excellent organisational skills, with the ability to manage multiple projects, deadlines, and stakeholders.

- Proven ability to generate, interpret, and act on data insights using analytics tools (e.g., Google Analytics, platform insights, campaign dashboards).
- Proficiency across key digital tools (e.g., WordPress, Mailchimp, social media platforms, Hootsuite).
- Competent in basic graphic design to support campaign creation (e.g., Canva, Adobe Creative Suite).
- Experience managing paid digital advertising across Google Ads and Meta Ads.
- Understanding of SEO principles and how they contribute to digital performance (desirable).
- Video editing or animation skills (advantageous but not essential).
- Experience in people management, with a collaborative and supportive leadership style.