



VACANCY INFORMATION

POSITION: Marketing Officer

CONTRACT: PERMANENT - 20 hours per week

REMUNERATION: £14 per hour

REPORTING TO: CEO

START DATE: Immediate

SUMMARY OF ROLE:

Digital Marketing

- Manage the Credit Union's social media accounts to drive engagement
- Generate and execute marketing campaigns across all our social media platforms.
- Create engaging content that can be used on all our social media platforms and website.
- Design and create Facebook Advertising. Monitor their performance and adapt if and when required. Provide insights in to the results of such campaigns to management.
- Maintain and update the Credit Union website.
- Developing and delivering highly targeted Email Campaigns

Marketing

- To design and implement effective marketing campaigns to increase the loan book and active Membership of our credit union.
- To design and issue a quarterly newsletters
- To ensure all offices are displaying up to date information and notices on our services
- Provide training to other staff members on the promotion of our services to our members
- Ensure all marketing activities are compliant with existing regulation
- Carry out research into the competitive landscape to identify best-in-class marketing practices, suggesting campaigns and content marketing initiatives based on findings

Events

- Assist the Credit Union with marketing and communicating important Credit Union events such as the Annual General Meeting, new product launches, Member Information Days etc

Community

- Manage Credit Unions youth and community engagement initiatives including visits to local schools to promote the Credit Union, School Quiz, Secondary and Third Level Bursaries

Business Development

- Contact local businesses to build up relationships and promote our products and services to their employees.
- Attend stands in local businesses to promote the Credit Union's products and services
- Give presentations to local businesses and schools promoting the Credit Union



Person Requirements

The ideal candidate will have:

A degree or equivalent qualification in marketing/digital marketing and communications

Marketing experience in the financial services sector or the Credit Union sector would be a distinct advantage, but other sectoral experience will be carefully considered.

In addition, the ideal candidate will have:

- Strong IT skills
- Proficient using Meta Business Suite
- Strong understanding of websites
- Strong reporting and analytics skills
- Knowledge and experience of current marketing technologies and trends

At a personal and interpersonal level, the ideal candidate will have an:

- Ability to communicate effectively, verbally and written, across various audiences
- Excellent presentation skills
- Excellent organisational and time management skills
- Ability to manage own workload, time and diary in order to meet deadlines / achieve outcomes
- Ability to work co-operatively and effectively as part of a team
- Be a self-starter
- Ability to work independently with minimal supervision
- Ability to remain calm and efficient under pressure
- Excellent conceptualising skills
- Ability to identify opportunity for innovation and solve problems
- Align with the Credit Union ethos and values.

In addition:

A full clean driving licence is required as the role involves engagement with the credit unions branch offices, local businesses and schools in the common bond.

Canvassing will disqualify.

Newington Credit Union is an equal opportunity employer

For an application pack please email Julie-ann @ Julie-ann@newingtoncreditunion.co.uk or write to Julie-Ann McStravick CEO, 239/247 Duncairn Gardens, Belfast BT 15 2GF

Closing date for applications 4pm Friday 5 July 2024

MEMBERSHIP OF PROFESSIONAL BODIES

Name of professional body	Grade Of Membership (Where appropriate)

EMPLOYMENT HISTORY (Please list chronologically, starting with current or last employer, use a separate sheet if necessary)

Name and Address of Employer and Nature of Business:	Dates of employment: From: To:	Job Title: Job Function/ Responsibilities:	Final Salary and Reason for Leaving

NOTICE REQUIRED

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OTHER EMPLOYMENT (please note any other employment that you would continue with if you were to be successful in obtaining this position.)

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PART C – SUITABILITY FOR THIS POSITION

In this section you are asked to provide an example(s) which demonstrate that you meet each of the criteria outlined in the job description for the post. The information you provide will enable the selection panel to make their assessment of the extent to which you meet the various criteria. The information which you provide therefore will be used for shortlisting, assessment, and selection purposes if necessary you may use a separate sheet.

Other Skills

Additional Information in support of your application.

PART D - REFEREES

Please list the details of two persons who are willing to provide references for you. They should be persons who know you (but who are not members of your family) and who are qualified to give an opinion about how you are suitable for the post. Please note that we will not contact your current employer for a reference unless and until we are prepared to offer the post to you.

Name:	Name:
Address:	Address:
E-mail:	E-mail:
Telephone No.:	Telephone No.:
Relationship to you:	Relationship to you:

PART E - DISABILITY REQUIREMENTS

<p>Do you require any reasonable adjustments or arrangements to enable you to attend for interview? Yes / No</p> <p>If 'Yes', please advise within the space below of any adjustment(s) or arrangement(s) required:</p> <p><i>The selection panel will only be advised of any adjustment they need to know about in order to manage the interview process.</i></p>
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PART F - VERIFICATION OF INFORMATION

<p>I declare that all information which I have provided is correct. I understand that any false information given may result in a job offer being withdrawn or my employment terminated.</p> <p>Signature: _____ Date: _____</p>
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Completed Applications to be returned to:

**Julie-Ann McStravick CEO
Newington Credit Union
239/247 Duncairn Gardens
Belfast, BT15 2GF**

Employee / Applicant Monitoring Questionnaire

Please complete and return in separate envelope marked **Monitoring Questionnaire**

MONITORING QUESTIONNAIRE

Private & Confidential

Ref No:

We are an Equal Opportunities Employer. We do not discriminate against our job applicants or employees and we aim to select the best person for the job. We monitor the community background and sex of our job applicants and employees in order to demonstrate our commitment to promoting equality of opportunity in employment and to comply with our duties under the Fair Employment & Treatment (NI) Order 1998.

You are not obliged to answer the questions on this form, and you will not suffer any penalty if you choose not to do so. Nevertheless, we encourage you to answer these questions. Your answers will be used by us to prepare and submit a monitoring return to the Equality Commission, but your identity will be kept anonymous. In all other regards your answers will be treated with the strictest confidence. We assure you that your answers will not be used by us to make any decisions affecting you, whether in a recruitment exercise or during the course of any employment with us.

1. Community Background

Regardless of whether they actually practice religion, most people in Northern Ireland are perceived to be members of either the Protestant or Roman Catholic communities.

Please indicate the community to which you belong by ticking the appropriate box below:

I am a member of the Protestant community

I am a member of the Roman Catholic community

I am not a member of either the Protestant or Roman Catholic communities

If you do not answer the above question, or if you tick the "not a member of either" box, we are encouraged to use the residuary method of making a determination, which means that we can make a determination as to your community background on the basis of the personal information supplied by you in your application form/personnel file.

2. Sex

Please indicate whether you are: **Female** **Male**

Note: If you answer this questionnaire you are obliged to do so truthfully as it is a criminal offence under the Fair Employment (Monitoring) Regulations (NI) 1999 to knowingly give false answers to these questions.