



Enterprise  
Credit Union

# Providing Financial Services in the Heart of the Community

Job Application Pack & Guidance notes

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## **JOB Marketing and Communication Officer (ref MCO20)**

Thank you for your interest in the credit union and the vacancy of Marketing and Communication Officer. The successful post holder will join our existing team helping people to save regularly and to borrow sensibly through access to affordable loans.

Included with this pack are a job description, person specification, application form and equal opportunities monitoring form. Please complete these fully and return them by e mail only to [transform@enterprisecreditunion.org](mailto:transform@enterprisecreditunion.org)

Only the information on the application form will be considered by the selection panel when shortlisting; so it is essential that you provide examples of how you meet each of the points of the person specification.

To ensure fairness, the name and details of applicants will be removed before the applications are scored by the selection panel, in line with our equality and diversity policy.

The closing date for applications is 16<sup>th</sup> October 2020  
Applications received after the closing date will not be considered  
Interviews will be held week commencing 26<sup>th</sup> October 2020

Shortlisted candidates will be contacted by telephone or e mail to confirm the interview arrangements by **20<sup>th</sup> October 2020**. Unfortunately, we will only be able to contact shortlisted candidates; so if you do not hear from us then you may assume you have not been successful on this occasion.

The Board of Directors ECU

# Background Information:

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Enterprise Credit Union has been established for over thirty years and is one of the most successful community credit unions in this country. We currently have over 23,500 active member and over 27 million pounds in assets. Our aim is to provide access to savings and low cost loans to the people within our field of membership (our community). We have four networked branches within our area and currently employ 21 staff.

We offer our members a range of products including:

- Low cost Loans
- Secure savings
- Budgeting accounts
- Young savers accounts
- Christmas & holiday savings accounts

As a financial co-operative, we are authorised and regulated by the FCA and PRA (firm 213291) and our members' savings are protected by the Financial Services Compensation Scheme

# JOB DESCRIPTION

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<b>Role Name</b>	Marketing and Communications Officer
<b>Key Focus/ Role Purpose</b>	To lead on marketing activity in order to develop and deliver ECU's Growth strategy. To design and implement multi-channel marketing plans and activities and products (both digitally and traditionally) at a corporate and local level, often in partnership with other organisations and partner bodies. To ensure the products within Enterprise Credit Union are fit for purpose to support the continued growth of the business and proactively support the work of the Community and Business Relationship Team
<b>Reports To;</b>	Community and Business Relationship Manager
<b>Salary Banding</b>	£23,000 - £25,000 per year (full time position)
<b>Person Profile</b>	<p>You are a team player, working within the Community and Business Relationship team to assist in helping the team to grow and develop. You will be proactive in implementing the marketing plan in line with the credit unions overall business plan, with a view to increasing membership, the loan book and other associated products relevant to the organisation.</p> <p>You have an interest in and are enthusiastic about all aspects of the credit unions social media.</p> <p>You will support the expansion of the membership, help to increase the profitability of the credit union and manage membership relations.</p> <p>You are a great communicator both verbally and written</p>

## **Key Accountabilities**

1. To assist in carrying out membership and loan promotions, develop strategies for those promotions and to generate leads and promotional events in order to achieve the marketing plan.
2. Co-ordinate and conduct promotional visits to generate awareness of products and increase membership.
3. To maintain and develop regular frontline contact with relevant stakeholders within the field of membership.
4. To promote and sell the credit unions range of products. Predominantly savings, loans and other associated products.
5. To assist in developing promotional literature and to work closely with designers/printers in respect of the printing, distribution and updating of this material as appropriate.
6. Oversee the content management for the credit website, keeping the site updated and optimised
7. Liaise with the credit unions website developers to ensure the website is maintained, accessible and fit for purpose, making changes and monitoring updates
8. Work to enhance the website in response to feedback and new technologies, reviewing and optimising content and making recommendations for future improvements
9. Report on website performance using Google Analytics and other tools, with monthly reports monitoring KPIs
10. To be responsible for co-ordinating content within all social media of the credit union, monitoring paid campaigns and reporting back to the CEO
11. To compile monthly customer feedback reports.
12. To assist in organising the annual general meeting for all members by ensuring that rooms are booked, catering and entertainment are provided and that all members are notified and invited as well as relevant employees and Board members.
13. To create and ensure that all administration is complete and up to date.
14. Report on product development and ways to improve current offering to credit union members.
15. Represent Enterprise Credit Union at promotional events and exhibitions
16. Maintain and develop own skills, knowledge and behaviours as well as keep up to date with regulatory standards and changes
17. To demonstrate Enterprise Credit Unions values and competencies at all times
18. To assist with and provide support to other projects and activities as and when required.

## **Key Knowledge, Skills and Experience**

This role will predominantly be one of delivery of marketing activity, but also incorporates some planning and coordinating.

- Knowledge of campaigns planning and management
- Understands new business generation and building great lasting relationships
- Direct member interaction where required
- Creating and monitoring the success of marketing campaigns
- Marketing co-ordination and relationship management experience (desirable)
- Team player
- Evidence of strong communication skills
- A clear understanding of ethical lending standards

- A clear understanding of the expectations of regulatory bodies in relation to marketing, lending and savings.
- Experience of working in a team
- Knowledge of the financial services sector, ideally Credit Unions.
- Communication: strong written and oral communication skills and the ability to be able to build a rapport on a 1-1 and group presentation basis
- Flexibility: as the role will require a variety of working environments

## **Key Behaviours**

Communication - Good spoken communication means you speak confidently, and fluent, in a way which holds others' attention through the use of an appropriate pace and level of voice. If you have good written communication you are fluent, clear, concise and can adapt the style of your written communication to suit the audience to which the communication is aimed

Team Working - A good team player fits in with the team, developing effective supporting relationships with their fellow team members by showing them consideration and creating a sense of team spirit.

Community Spirited - Being community spirited is about being part of the community you work in and you recognise the importance of your local community, the value that the credit union can add and the importance of working with your colleagues in a manner that supports the community spirit.

Understanding Our Members - Understanding our members means that you have a thorough understanding of the needs of our members and you are able to use this knowledge to promote excellent customer service to maximise opportunities for the credit union. However you achieve this by managing expectations and avoid over promising which can disappoint and impact on our service delivery and our reputation.

Initiative - Initiative means you are able to take advantage of opportunities, anticipate situations and problems, and find the right solution. It's about not waiting around to be told what to do but taking personal responsibility to respond to an opportunity or resolve an issue. It's about going the extra mile even if it is not technically part of your job in order to deliver good customer outcomes for our members and being resourceful in identifying relevant information from a variety of sources to get to the heart of an issue. You have the ability to investigate issues and delve into a situation in order to deliver the right solution

Living the Values - Living the values means that you are able to understand the purpose of the credit union, what it aims to achieve and you ensure the behaviours you demonstrate reflect this culture. The Credit Union aims to;

Compliance Focused - Showing genuine regard for compliance is not about helping to create a 'yes' culture but is about understanding and recognising the importance of why procedures and policies are in place, following them, and if you feel something is wrong having the confidence to speak up. Challenging the way we work and suggesting alternatives is an important part of our process for checking what we do and leads to good customer outcomes. However once there is an agreed way to perform a task, if different to your own view, you then work to those procedures in the best interests of members and the Credit Union. You also take responsibility for your personal development so you are up to speed with regulations and have the relevant technical knowledge.

Flexibility - Having flexibility means you are willing to adapt your thinking and behaviour to suit different situations. You recognise the value of alternative views to issues and are enthusiastic and supportive of change which will benefit our members, colleagues and the credit union. You are prepared to listen to other people's views and take on board their comments even if sometimes it means changing your current plans or way of working.

Delivery Focused - Setting yourself high standards of work and striving to exceed your performance objectives in order to achieve quality, efficiency, accuracy and excellence in all aspects of your work. You take personal responsibility for your own time management and your focus is on getting work right first time and on time, continually checking for accuracy. You demonstrate a willingness to finalise loose ends, ordering activities that need to be undertaken to ensure a task is fully completed on time.

# GUIDANCE NOTES FOR COMPLETING YOUR APPLICATION FORM

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## Important information – please read

- i) It is our intention to appoint the best candidate for every vacancy and to do this fairly we need all applicants to provide relevant information about themselves. This information should relate directly to the requirements of the job, which are listed in the enclosed Person Specification and which are regarded as essential in order to work effectively in post.
- ii) Your application form should provide us with as much relevant information as possible.
- iii) Please complete all sections of the form. It may be helpful to do a rough draft first. Please write as clearly as possible.
- iv) Section 4 of the form asks for relevant training and qualifications. We do not need a full account of your education here but please mention qualifications and/or training which are necessary or relevant to the job.
- v) Section 7, Additional Information is the most important part of the form. You should refer to the Person Specification and provide detailed information under appropriate headings so we can make an assessment of your suitability.

If you do not use headings the interview panel may have difficulty in determining your suitability for the post.

- vi) You must complete the application form in full so that we can receive the same type of information from all applicants and so that you directly address the requirements of the job.

# APPLICATION FORM

<p><b>PLEASE COMPLETE AND RETURN TO:</b></p> <p><b>CEO</b>  <b>Enterprise Credit Union</b>  <b>Wynsford</b>  <b>Hall Lane</b>  <b>Huyton</b>  <b>L36 6AX</b>          transform@enterprisecreditunion.org</p>	<p><b>APPLICATION FOR THE POST OF:</b></p> <p style="text-align: center;"><b>Marketing and Communication Officer</b></p>
	<p><b>CLOSING DATE: 16<sup>th</sup> October 2020</b></p>

**NOTES:**

<ul style="list-style-type: none"> <li>* REFER TO THE GUIDANCE NOTES ON HOW TO COMPLETE THIS FORM</li> <li>* DO NOT ATTACH A CV AS IT WILL NOT BE CONSIDERED</li> </ul>	<ul style="list-style-type: none"> <li>* COMPLETE IN BLACK PEN OR TYPESCRIPT FOR COPYING PURPOSES</li> <li>* ANSWER ALL QUESTIONS</li> </ul>
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## 1. PERSONAL DETAILS

<b>SURNAME</b>		<b>INITIALS</b>	
<b>ADDRESS</b>		<b>Tel DAYTIME</b>	
		<b>Tel HOME</b>	
		<b>E-MAIL</b>	
<b>POSTCODE</b>			

## 2. PRESENT OR MOST RECENT EMPLOYMENT

<p><b>EMPLOYER'S NAME AND ADDRESS</b></p> <hr/> <hr/> <hr/>	<p><b>POST HELD</b></p> <hr/> <p><b>DATES OF COMMENCEMENT AND LEAVING</b></p> <hr/> <p><b>PERIOD OF NOTICE REQUIRED</b></p> <hr/>
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Please give a brief description of the duties and responsibilities you carry/carried out:



### 3. PREVIOUS EMPLOYMENT (including voluntary posts)

DATES	EMPLOYER NAME AND ADDRESS	POSITION

### 4. TRAINING UNDERTAKEN/RELEVANT QUALIFICATIONS

Please give details of any relevant courses you have taken or qualifications you have gained, including specialist in-house training, short courses etc. Please also give details of the awarding body and dates of study/qualification.

DESCRIPTION OF COURSE AND DETAILS OF AWARDING BODY	DATES

## 5. CRIMINAL RECORD

PLEASE GIVE DETAILS OF ANY UN SPENT CRIMINAL OFFENCES IN ACCORDANCE WITH THE REHABILITATION OF OFFENDERS ACT (EXCEPTIONS) ORDER 1975 AND/OR (NORTHERN IRELAND) 1979.

## 6. REFERENCES

Please give details of two people, not related to you, who may be approached for references as to your suitability for the post. The first should be your present employer or your last employer if not currently employed. The second should be someone who is able to comment on your work abilities.

(1) NAME: \_\_\_\_\_  
POSITION: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

(2) NAME: \_\_\_\_\_  
POSITION: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

POSTCODE: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

POSTCODE: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

MAY WE CONTACT YOUR REFERENCES BEFORE YOUR INTERVIEW?

1.	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
2.	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>

## 7. ADDITIONAL INFORMATION

Use this space to tell us about yourself and why your skills, experience and knowledge make you right for this role. Continue on back page and attach one additional sheet if necessary.

CONTINUED

SIGNATURE ..... DATE .....

For monitoring purposes only- please tell us where you saw this post advertised: