

Stroud Valleys Credit Union

Marketing and Communication Coordinator

Reporting to: Treasurer (on a temporary basis) and functionally to the Marketing and Communications Committee

Location: Stroud Valleys Credit Union, The Shambles, Stroud

Hours: Part-time, 6 hours per week

Salary: £9.50 per hour

Contract: 6 months with option to extend

Stroud Valleys Credit Union

We are a small local, ethical banking cooperative offering a range of loans and savings services direct to our members and potential members within our common bond area covering Stroud District and Tetbury.

We are seeking to develop a number of partnerships with local employers and member organisations. These could involve developing specific products and services or providing advice and training in better financial management to the community we serve.

We have got a great new opportunity for a Marketing Coordinator to join the SVCU team of one part time employee and volunteers so that we can continue to drive awareness and uptake of SVCU services with potential members and with potential partners' employees.

General Responsibilities

This role will predominantly be one of planning and coordinating marketing and communication activity.

The successful applicant will be responsible for working with the SVCU Marketing and Communication Committee and volunteer specialists to support the fulfilment of the SVCU marketing plan through:

- Generation of an Annual Marketing Plan.
- Campaign planning and management including generation of marketing materials.
- Distribution of marketing materials to SVCU customer service points and partners.
- Liaising with SVCU customer service points for campaign activity.
- Coordinating regular SVCU communications to Members via email, social media etc.
- Monitoring and reporting on the success of marketing campaigns.

The role will encompass day-to-day marketing activities and more strategic / creative aspects through being a member of the Marketing and Communication Committee.

Marketing & Communication Committee support will be a core responsibility of the role of the Marketing Coordinator including drafting monthly agendas in line with the marketing plan and previous months' activities, and the provision of meeting minutes to the SVCU Board.

The list of activities below is not exhaustive or necessarily required from the start as the Marketing and Communication functions will evolve with the help of the postholder. It is envisaged that, if this initiative is successful, this role will expand in the future.

Therefore, in the light of experience, it may be considered that additional duties could usefully be undertaken. Any change in the contract would be subject to negotiation.

Person Specification

Candidates should show evidence of the following skills and experience:

- Marketing coordination and relationship management experience
- Experience of marketing using social media
- Communication: strong written and oral communication 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
- Drive, determination and initiative as well as strong self-organisation skills.
- Marketing qualification (desirable).

The successful individual will be required to be independent and self-managing.

Experience within the social enterprise, retail financial services or government sector would be advantageous.

Contract

This role is offered initially as a 6 months contract, commencing as soon as possible with a review towards extending it to a 12 months contract depending upon impact and performance in the first 4 months.

How to Apply: Please apply via email with your CV attached to Stroud Valleys Credit Union. Contact details are on our website: <http://svcu.org.uk/>.

The closing date is 15th July 2017.