



**Job Title:** Community Engagement & Marketing Officer

**Location:** Teachers' Credit Union Limited, Belfast

**Hours:** 20 hours per week

**Salary:** £31,280 per annum (pro-rata)

**Contract:** Permanent (subject to six-month probationary period)

**Reporting To:** Credit Union Manager

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## ABOUT THE ROLE

Teachers' Credit Union Limited is a member-owned financial co-operative serving those employed within the Education & Training Sector in Northern Ireland. We are dedicated to promoting financial wellbeing, encouraging regular saving, and providing affordable and ethical loans to our members.

The Community Engagement & Marketing Officer will report directly to the Manager and focus on growing our membership base across Northern Ireland, enhancing member engagement, and promoting the Credit Union's values, services, and benefits through both digital and in-person channels.

The successful candidate will also carry out research and analysis to support strategic development and future growth of the Credit Union.

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## KEY DUTIES & RESPONSIBILITIES

### *Community Engagement*

- Build and maintain strong relationships with schools, universities, colleges, and employers across the education and training sector.
- Act as a key point of contact for external partners regarding marketing and communications activities.
- Identify opportunities for collaboration to increase the credit union's visibility.
- Attend and represent the Credit Union at events, meetings, and community activities within the education and training sector.
- Support the planning, promotion and delivery of credit unions events, such as the Annual General Meeting.

### *Marketing & Communications*

- Liaise with relevant 3<sup>rd</sup> parties to source and design relevant branded promotional materials and information leaflets.
- Manage and update website content, to ensure content is up to date, accessible and relevant.
- Work with fellow team members to plan, create and schedule content across all social media platforms.

- Work with fellow team members to plan, create and issue relevant email communication to members.
- Ensure consistency, clarity, and accuracy of messaging across all communication channels.
- Monitor campaign results and contribute ideas to improve engagement and growth.

#### *Research & Strategy*

- Developing and implementing an effective marketing and communications strategy aligned with organisational objectives and subject to Board approval.
- Carry out research, data gathering, and analysis to support strategic planning and decision-making.
- Carry out research into the quality-of-service delivery to members: member feedback.
- Contribute to the development of strategic marketing plans based on this research.

#### *Other Duties*

- To provide updates/reports to the manager and board of directors regarding all marketing/engagement activities.
- To be a member of and work with the board appointed marketing committee.
- Writing and proofreading of all marketing and promotional materials.
- Attend in-house/external training as required.
- Act with professionalism, integrity, and a strong member-first mindset.
- Maintain confidentiality and handle data in line with GDPR and data protection requirements.
- Comply with all internal policies and procedures, including those relating to health & safety, safeguarding, and equality of opportunity.
- Represent Teachers' Credit Union in a positive, respectful, and professional manner at all times.
- To undertake such other reasonable and lawful duties as may be directed from time to time by the manager.

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### **STANDARDS AND EXPECTATIONS**

All staff are expected to:

- Act with professionalism, integrity, and a strong member-first mindset.
- Maintain confidentiality and handle data in line with GDPR and data protection requirements.
- Comply with all internal policies and procedures, including those relating to health & safety, safeguarding, and equality of opportunity.
- Complete mandatory training.
- Represent Teachers' Credit Union in a positive, respectful, and professional manner at all times.

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## **ADDITIONAL INFORMATION**

- This is a part-time, permanent position subject to a six-month probationary period.
- The role is primarily based on-site at the Credit Union office in Belfast. Hybrid working may be considered following successful completion of the onboarding period.
- We are open to expanding the role over time in line with organisational growth and demonstrated impact.
- Occasional evening or weekend work may be required to attend community events (time off in lieu will be provided).

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## **WHAT WE OFFER**

- Final Salary Pension Scheme with generous employer contribution.
  - Critical Illness Insurance.
  - Flexible working arrangements in relation to days and hours.
  - Potential for hybrid working.
  - Free on-site parking.
  - Continuous professional development and training opportunities.
  - 20 days annual leave plus statutory holidays (pro rata), increasing with length of service.
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