

General

An exciting opportunity has arisen on a full-time, permanent basis to play a major part in the development and growth of a forward leaning, membership-based community bank in Shropshire. Primarily responsible for the creation and delivery of our business development and marketing strategies, this dynamic role covers elements of brand, product and digital development to achieve growth in membership and increased revenues.

Are you driven to develop, change and improve existing process and procedure? We are looking for an experienced, motivated and flexible Business Development and Marketing Supervisor to join our friendly, member (customer) focussed team. Working across Shropshire, from offices in Shrewsbury and Telford, this exciting and busy role is central to the successful development of FAIRshare Credit Union, but importantly, to improving the financial wellbeing of our members.

If you can make a positive difference to FAIRshare please send a copy of your CV with a covering letter, outlining why you feel you are the right person for this role.



Job Description

Position: Business Development and Marketing Supervisor

Reports to: The General Manager

Key Personal Attributes

- You demonstrate high levels of initiative with a natural desire to learn, change and improve where necessary.
- You have a target focussed approach with an innate confidence in your own ability to achieve them.
- You have excellent communication skills and are confident with public speaking.
- You have excellent IT skills.

Job Purpose:

Reporting to the General Manager, and supported by a Marketing Assistant, you will play a key role in devising and implementing FAIRshare's Business Development and Marketing strategies.

To increase membership and loan growth across FAIRshare's common bond area, focussing on brand, product and digital development.

Key Responsibilities:

Business Development

- Devise and implement business development and marketing strategies that show effectiveness and progression against KPIs.
- To increase membership and loan growth across FAIRshare's Common Bond area.
- Proactively seek new business opportunities to meet all the aims of the business development strategy.
- Develop Payroll Savings Partnerships with local businesses and organisations.

Brand & Product Development

- Develop suitable new products and services for the membership.
- Liaise with marketing agencies and 3rd party suppliers to develop and review literature, signage and other promotional materials.
- Research and monitor sector trends and competitor activities.
- Identify and apply for, as agreed, any relevant industry accreditations and awards.

Stakeholder Management

- Create and develop relationships with key stakeholders.
- Arrange, attend and report on meetings, calls or events with existing and prospective stakeholders.
- Support the operation of existing and setup of new School Saver Club partnerships.

Marketing and Communication

- Supervise the creation and implementation of cost-effective advertising / promotions on a multi-channel basis, including social media content and blogs.
- Supervise the design of leaflets / advertising and liaising with printers.
- Create and deliver presentations to a wide range of different groups.
- Ensure that FAIRshare is promoted through effective communication with local media.
- Update and maintain an integrated web presence, to include online membership and loan applications in compliance with Distance Marketing Regulations.
- Create and manage cloud-based online forms using third-party apps.
- Draft copy and press releases for use by the local media.

Other

- Provide regular monthly reports to the General Manager on ongoing activities and progress against KPIs
- To ensure Business Development and Marketing activity remains within the allocated budget
- Any other tasks reasonably requested by the General Manager or Board of Directors.

Skills and Attributes

Essential

- 5+ years of business development related experience.
- Ideally, educated to degree level with related degree or equivalent work experience.
- Strong organisational ability, with the ability to self-manage busy workflow to ensure business goals are met.
- All round experience in business development / marketing / presenting with a good eye for detail.
- Results driven and analytical.
- Creative, enjoys a challenge.
- A good team player, comfortable with responsibility
- Excellent knowledge of Microsoft applications especially Excel.
- Confident, outgoing, enthusiastic, self-motivated, hard-working and able to work with a minimum of supervision.
- Flexible in approach but also willing to recognise when to seek additional help or guidance.
- Full, clean driving licence
- Eligibility to work in the UK

Desirable

- Knowledge of Adobe Creative Suite
- Knowledge of MailChimp or similar email marketing application

- Previous experience within the financial services/credit union sector is advantageous.
- Knowledge of WordPress and / or website content management.

Hours of Work and Location

37.5 hour per week.

You will be expected to work across the whole of Shropshire but with bases in both Shrewsbury and Telford. Scope for some working from home will be considered.

Evening and weekend work may be required on an occasional basis. Additionally, attendance at national conferences and local forum meetings is expected.

Benefits

34 days annual holiday

Contributory pension scheme.

Use of company car.

Salary: £26,000 - £28,000 dependent on experience.