

## **Post of Development Officer**

You will work with the Marketing and Development team to support the ongoing success and growth of PCCU. You will have good verbal and written communication skills, with the confidence to engage and present. Your goal is to build strong partnerships, engage with stakeholders and residents, to raise awareness of our products and services, within the communities of Lancashire, Cumbria and Preston.

### **JOB DESCRIPTION**

<b>POST:</b>	Development Officer
<b>RESPONSIBLE TO:</b>	Chief Marketing Officer (CMO)
<b>HOURS:</b>	35 hrs per week, would consider part-time for the right candidate
<b>PAY:</b>	£22,000 - £25,000 depending on experience
<b>LOCATION:</b>	Burnley branch, with possibility of working from branches in Nelson and Colne. Regular travel to meetings and events in other locations: across East Lancashire, Cumbria and Preston, with overnight stays.

### **WHAT WE OFFER**

#### **Competitive salary and benefits, including:**

- Mileage allowance to use own vehicle.
- Accommodation and overnight allowance.
- 31 paid days annual leave inclusive of bank holidays. A maximum of 10 additional days holidays given for long service.
- 5% employer pension contribution.
- Learning and development opportunities.
- A day volunteering in the community each year.
- Borrow at preferential rates.
- Save with deductions taken straight from your pay.

### **MAIN RESPONSIBILITIES**

- Undertake any business development activities delegated by the CMO.
- Proactively represent PCCU within local networks and organisations from all sectors, getting involved in key meetings, and securing presentation and speaker opportunities.

- Deliver engaging presentations to a range of people both within corporate and community-based settings.
- Build and maintain strong relationships with existing payroll partners in the East Lancashire and Cumbria. Promote credit union membership, savings and loans to payroll partner employees to increase uptake.
- Create and maintain a network of strong relationships with work-place ambassadors.
- Distribute marketing materials as required, using a variety of forums and channels such as social media, to support the business development objectives.
- Create and distribute direct email marketing campaigns and printed literature.
- Engage with existing and prospective stakeholders or customers on a personal basis with the support of CMO and MO (Marketing Officer).
- Represent PCCU at promotional and networking events and exhibitions including conferences and feedback potential growth opportunities to CMO.
- Attending meetings, training events and conferences (some held at weekends or evenings and occasional overnight stays may apply).
- Be a team player and a key part of the Marketing and Development Team.
- Be self-sufficient in diary, time management and own administration.
- Resolve issues efficiently and in a timely manner.
- Keep accurate, up to date records and ensure all administration is complete.
- Maintain and develop own skills, knowledge and aptitudes as well as keep up to date with regulatory standards and changes.
- Liaise with CMO and MO to create copywriting to support development projects.
- Measure and report on key metrics against goals for all the development campaigns to improve campaign performance.
- Analyse data, research areas and meet local people to assess and understand community needs. Incorporate results and findings into our business development strategy.
- Gain an understanding of wider business roles and operations to assist development activities.

## Requirements

### Essentials

- Business development, marketing or sales experience - ideally in a similar community development role would be an advantage.
- Full driving license and own transport.
- A willingness to travel within East Lancashire, Preston and Cumbria.
- Ability to work unsupervised and both in a small team to deliver against agreed targets.
- Good written and verbal communication skills.
- Ability to deliver to deadlines.
- Commitment to working within the co-operative principles and PCCU's ethos and values.

## Desirables

- Knowledge of the credit union sector.
- Confidence presenting to large groups of people.
- Knowledge and understanding of social media platforms.
- Proficiency in Microsoft Office and CRM software, although training will be provided.

Training programmes, workshops and opportunities to attend conferences will be provided to ensure that knowledge of policies and procedures are up to date and work accordingly, and to maintain a strong knowledge of the PCCU's products and services.

## Supporting Documents

- Please provide a cover letter detailing your suitability to the role, relevant experience and IT Skills.
- Please also include your CV.
- Please send application form, covering letter and CV to [marketing@pccu.co.uk](mailto:marketing@pccu.co.uk)



## Application Form Development Officer

Closing date for Applications: Sunday 12<sup>th</sup> May 2024  
Interviews will take place 14<sup>th</sup> 15<sup>th</sup> 20<sup>th</sup> 21<sup>st</sup> May 2024

54 Manchester Road  
Nelson  
Lancashire  
BB9 7EJ  
01282 691333  
[enquiries@pccu.co.uk](mailto:enquiries@pccu.co.uk)

Title

Name

Last Name

<b>Address</b>	
<b>Telephone number</b>	
<b>Mobile number</b>	
<b>Email address</b>	
<b>Are you required to have a permit to work in the UK?</b>	
<b>If yes, do you have a valid permit?</b>	<b>If yes, when does it expire?</b>

**Declaration:**

I declare that the information on this form is correct and I understand that if appointed I will be liable to disciplinary action, including dismissal, should I knowingly give false information.

**Signed.....**

**Date.....**