# Marketing & Community Engagement Officer

\*\*Reports to:\*\* CEO

\*\*Hours:\*\* Full-time (some evenings and weekends required)

\*\*Location:\*\* Mountmellick Credit Union 3 Branches

\*\*Remote Working:\*\* Some flexibility in line with policy

\*\*Closing Date:\*\* 20th September 2025 (Close of Business)

\*\*Salary:\*\* Commensurate with experience

\*\*How to Apply:\*\* Send CV & Cover Letter to **operationsmanager@mountmellickcu.com**

## About Us

Since 1968, Mountmellick Credit Union has been committed to supporting the financial well-being of our members, built on trust, integrity, and personal service. We are proud to be community-focused, with a strong emphasis on sustainability and local identity.

We are now seeking a dynamic Marketing & Community Engagement Officer to amplify our brand, deepen connections with our members, and strengthen community ties. This role is an opportunity to make a tangible difference while working in a collaborative environment where your ideas matter.

## Main Responsibilities

As our Marketing & Community Engagement Officer, you will:

### Marketing & Brand

- Lead and deliver marketing campaigns across digital, print, and social media.
- Manage and safeguard our brand identity, ensuring consistency across all channels.
- Develop engaging content for website, newsletters, events, and social media.

### Community Engagement

- Build strong partnerships with members, schools, employers, and community groups.
- Organise and support events, outreach initiatives, and financial education workshops.
- Act as the community-facing voice of the Credit Union.
- Promote our Community Fund and drive awareness of opportunities for members.
- Serve on the Youth Committee and lead youth engagement initiatives.

### Sustainability & ESG

- Collaborate with the wider team to implement our ESG strategy.
- Develop and promote sustainable initiatives that reflect our values.

### Monitoring & Reporting

- Track and report on marketing campaigns, member engagement, and growth opportunities.
- Use data insights to improve campaigns and services.

## Requirements

- Qualification (or working towards) in Marketing/Digital Marketing.
- Genuine passion for community engagement and cooperative values.
- Strong communication and relationship-building skills; confident in presentations.
- Creative, self-motivated, with ability to turn ideas into action.
- Data-driven mindset: comfortable analysing trends, running surveys, and preparing reports.
- Interest in sustainability and ESG initiatives.
- Experience in the Credit Union sector (digital marketing, brand awareness, campaigns) is highly advantageous.
- Willingness to learn and develop further qualifications with our support.