

## Scottish Police Credit Union Ltd

### Business Development and Marketing Coordinator

### Job Description

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<b>JOB TITLE:</b>	Business Development and Marketing Coordinator
<b>WORK LOCATION:</b>	Baillieston, Glasgow
<b>REPORTS TO:</b>	Member Services and Business Development Team Leader
<b>DIRECT REPORTS:</b>	N/A

#### **JOB PURPOSE**

To support the Member Services and Business Development Team in driving the growth of Scottish Police Credit Union (SPCU).

To create, plan and coordinate marketing campaigns and initiatives which promote the services, values and brand of SPCU.

#### **KEY RESPONSIBILITIES**

1. Contribute to the creation and implementation of the SPCU's business development and marketing plan, identifying new opportunities and making recommendations for expansion and growth.
2. Continually engage with current and potential members, effectively promoting SPCU's services, products, values and reputation through social media and digital marketing platforms.

3. Analyse key data and metrics to evaluate organisational performance and to enable evidence-based recommendations for business growth and expansion.
4. Undertake research into market conditions and benchmark comparator services and products in the financial services industry.
5. Coordinate the delivery of marketing campaigns, initiatives and events which effectively drive growth and expansion in line with SPCU's key business objectives.
6. Contribute to the ongoing development of SPCU's website and other media platforms, continually monitoring content to ensure information is relevant, accurate and presented in an accessible format.
7. Proactively collaborate with key stakeholders and partners across the SPCU's common bond to promote awareness of membership benefits and rewards.
8. Evaluate current and emerging trends and products within the financial services industry, promptly reporting any potential impacts on the wellbeing of members or SPCU's performance.
9. Undertake copywriting and proofreading of SPCU marketing materials to ensure the professional and consistent promotion of services, values and branding.
10. Coordinate and participate in external promotional events, maximising opportunities to promote SPCU services and to engage meaningfully with new and existing members.
11. Work collaboratively with the wider Member Services and Business Development Team to identify and recommend appropriate services to support members' financial education and wellbeing.
12. Coordinate targeted membership surveys and post-campaign evaluations to identify areas of success and opportunities for future growth.
13. Produce monthly reports for the Member Services and Business Development Team Leader on key outcomes from business development and marketing activities.
14. Deliver presentations, both internally and externally, which promote SPCU products and services.

15. Support colleagues and senior management in fulfilling wider business development plans and goals.
16. Continually review business development and marketing processes ensuring they are relevant and fit for purpose, suggesting changes or improvements to increase accuracy, efficiency and cost reductions.
17. Adhere to SPCU policies and procedures.

This list is not exhaustive and you may be asked to undertake other duties commensurate with the role.

**EXPERIENCE, SKILLS AND QUALIFICATIONS:****Essential:**

- Demonstrable knowledge and experience of marketing techniques, design software and product development.
- Proven ability to deliver on multiple tasks and projects using own initiative as well as achieving results through collaboration.
- Excellent communication, interpersonal and presentation skills with the ability to engage with different audiences.
- Diligent and meticulous in displaying accuracy and attention to detail.
- Excellent planning and organisational skills.
- Creative and innovative with a flexible approach.
- Proficient in the use of Microsoft Word, Excel, Outlook and PowerPoint.

**Desirable:**

- Educated to HND (or equivalent) level in a marketing, business development or related subject.
- Experience of using WordPress to maintain, update and create website content.
- Demonstrable knowledge of Credit Unions and the wider financial services industry.

**SPECIAL CONDITIONS**

1. Post is subject to vetting.
2. Availability to attend evening and weekend meetings and ability to travel to marketing events across Scotland to represent and promote SPCU.
3. Driving licence is essential.