CCU Credit Union

Living Wage



Application Pack

Community Engagement and Marketing Executive

October 2026

ABOUT CCU

Established in 1964, with 83 members and share/savings of £680, CCU has grown steadily over the years and an indication of our success is our 30,000+ strong membership. CCU has assets in excess of £90m and over £48m out on loan to our members.

Based originally in Belfast CCU has expanded over the years and incorporated a number of other credit unions through mergers, making it one of the largest credit unions in Northern Ireland.

CCU operates in seven branches: five in Belfast, one in Glengormley and one in North Down. CCU is dedicated to offering our services to our local Communities.

We are a member owned "Not for Profit" Financial co-operative, owned by our members for the benefit of our members.



Job Description

Job Title Community Engagement and Marketing Executive

Reports to Business Development and Marketing Manager

Salary £30,000 Per-Annum

Main Purpose of Job

To develop and maintain strong relationships with local businesses, organisations, schools and community groups, creating opportunities that benefit CCU, its members and the wider community.

The role will support CCU's marketing and business development objectives through the delivery of digital marketing campaigns, community engagement initiatives and financial education programmes, while ensuring all activity meets regulatory, policy and brand requirements.

Responsibilities

Community Engagement

- Represent CCU at community events, exhibitions, meetings and local initiatives.
- Develop and maintain effective relationships with local businesses, community groups, schools, colleges and youth organisations.
- Manage sponsorship and donation requests in line with CCU policies, budgets and objectives.
- Support the delivery and promotion of financial education initiatives for young people.

Marketing

- Plan, coordinate and deliver digital marketing campaigns across social media, email, website and digital advertising channels.
- Create engaging, accurate and on-brand content promoting CCU's products, services and community activities.
- Monitor campaign performance and provide insights and recommendations to improve results.
- Support wider marketing, business development and partnership activity.
- Identify and develop opportunities that support CCU's growth and community objectives.

Essential Skills & Experience

- Proven experience in a similar role.
- Strong digital marketing skills, with experience of managing campaigns across multiple platforms.
- Excellent communication and interpersonal skills, with the ability to build relationships with a wide range of stakeholders.
- Must be able to drive with access to own car and a valid driver's licence.

Desirable

- Experience within financial services, a community-focused or not-for-profit organisation.
- Relevant professional qualification.
- Experience in partnership management, sponsorship or community engagement.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

CONTACT US

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