



CCU
Credit Union

Application Pack

Business Development
and Marketing Executive

February 2026

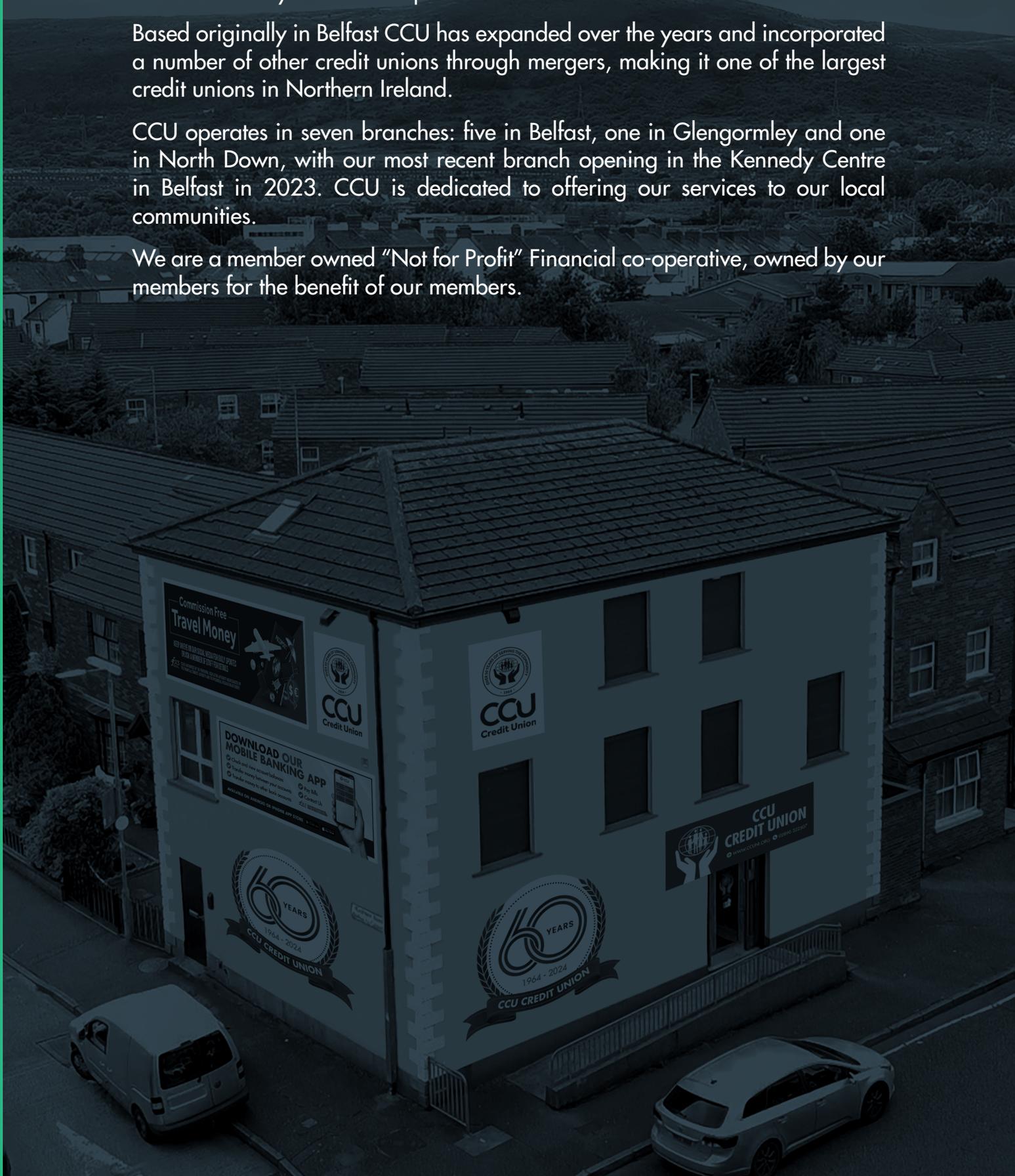
ABOUT CCU

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 31,500 strong memberships. CCU has assets in excess of Eighty-Five Million pounds and over Twenty-Five Million pounds 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, with our most recent branch opening in the Kennedy Centre in Belfast in 2023. 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

Business Development and Marketing Executive

Main Purpose of Job

The Business Development and Marketing Executive will play a key role in driving CCU's growth, visibility, and community impact. This role is responsible for planning and delivering integrated marketing and business development activities that support CCU's strategic objectives, member growth, and brand awareness.

The postholder will plan and implement digital marketing campaigns throughout the year, develop and manage strategic partnerships with local businesses, organisations, and community groups, and act as a key ambassador for CCU at community events.

A core element of the role is to build and maintain strong relationships with schools and educational partners, supporting CCU's commitment to financial education and improving financial literacy among young people in the community.

This is a varied, hands-on role requiring strong communication skills, commercial awareness, creativity, and a genuine commitment to community engagement.

Responsible to

Business Development and Marketing Manager

Salary

£33,000 Per-Annam

Responsibilities

Marketing & Campaign Management

- Plan, coordinate, and deliver digital marketing campaigns across multiple channels (including social media, email, website, and digital advertising) in line with the annual marketing budgets.
- Create engaging, on-brand content that promotes CCU's products, services, and community initiatives.
- Monitor campaign performance, analyse results, and provide insights and recommendations for continuous improvement.

Business Development & Partnerships

- Identify, develop, and maintain strategic partnerships with local businesses, organisations, and community groups to support growth and brand awareness.
- Explore new business development opportunities that align with CCU's mission and commercial objectives.
- Represent CCU at meetings, networking opportunities, and partnership discussions.
- Schools & Community engagement
- Act as a representative and ambassador for CCU at community events, exhibitions, and local initiatives.

- Manage incoming sponsorship and donation requests, assessing suitability and impact in line with CCU policies and budgets.
- Build and maintain strong relationships with schools, colleges, and youth organisations.
- Support the delivery and promotion of financial education initiatives aimed at young people.

General Responsibilities

- Work collaboratively with colleagues across the organisation to support wider marketing and business objectives.
- Ensure all activities comply with regulatory requirements, internal policies, and brand guidelines.
- Contribute ideas and insights to support continuous improvement across marketing and business development functions.
- Undertake any other reasonable duties consistent with the role.
- Occasional out-of-hours work may be required.

Skills and experience

Essential

- Proven experience in a marketing, business development, or communications role.
- Role related qualification/s.
- 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.
- Strong organisational skills with the ability to manage multiple projects and priorities.
- Commercial awareness combined with a community-focused mindset.
- Confident self-starter with the ability to work independently and as part of a team.

Desirable

- Experience working within a community-focused, financial services, or not-for-profit organisation.
- Experience in partnership management and sponsorship coordination.

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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