



Role - Community Engagement Officer
Contract - Fixed Term for 12 months
Date - October 2024
Document - Job Description

Key Focus/ Role Purpose	To work with the CEO of Credit Union Solutions on day to day activities, to support the ongoing success and growth of M4Money Credit Union, by identifying and sourcing new opportunities to grow and engage the membership, leading to increased numbers of active participants in the Credit Union.
Reporting	This role reports to CEO CUS. There are no direct reports to this role. The role will have regular updates directly with the M4Money Board, to ensure they are directly aware of progress in delivering the desired outcomes.
Salary	28 hours per week - £25,000 p.a. Based at CUS office, Pinkwell Lane, Hayes. Flexible working is an option. Flexible working arrangements are available. Some evening and weekend work required.
Person Profile	• You represent M4Money in the communities that cover the London Boroughs of Harrow, Hillingdon and Brent; the counties of Berkshire and Buckinghamshire including Milton Keynes; various Housing Associations • You will seek out new possibilities and explore options which will help drive our business forward. • You easily establish and build great relationships with our stakeholders. • You have drive, energy and determination to get M4Money products and services out to as many people as possible. • You are a champion for the business, an advocate for our products and services. • You are creative in your approach and demonstrate tenacity in getting in front of the right people. • You are professional and a great representative for the credit union. • You demonstrate great verbal and written communication skills along with a confident and engaging presentation style. . • You are collaborative, supportive, calm under pressure, solution-focussed and able to influence others effectively in such a way that encourages maximum performance and engagement.

Key Activities	• To work with the CUS Team and the M4Money Board, on developing all community and business opportunities. • To ensure that the credit union meets its obligations to the community in line with the business/marketing plans • To establish a community engagement plan aligned to the marketing strategy, which forms the basis of weekly/monthly activities. • Lead a proactive and targeted approach to new business generation through identifying appropriate opportunities for the credit union. • Report on delivery against key results areas, on a monthly basis to the M4Money Board • Develop relationships with existing and potential new partners to generate business opportunities, strategic partnerships and collaboration on delivering social value. • Identify, develop and maintain relationships with payroll deduction to encourage payroll saving. • Develop communication materials to use with existing, new members and potential members • Raise the profile of the credit union throughout the community through activities, events, relationships and partnership working. These partnerships could include Councils, Citizens Advice, Housing Associations, Trade Unions and major employers.
Key Performance Measures	• The exact measures will be confirmed in-line with marketing strategy, when appointment has been made. However the areas being targeted will be as follow:- ○ Increase in value of lending ○ Increase in new members ○ Identification of new products/services that M4Money can offer
Key Knowledge, Skills and Experience	• Strong Communicator • Strong attention to detail • Able to deliver to deadlines • Understands the credit union development opportunities in the local area • Experience of influencing, and positive to change and new opportunities • Experience of relationship building • Able to represent the credit union externally and act as a company ambassador • Proven influencing skills • Excellent problem-solving skills • Highly-developed planning and organisation skills • Knowledge of the credit union, its operations and of the credit union's goals and developments • Understanding of relevant regulatory issues and constraints
Key Behaviours	• Influencer - The ability to build relationships by sharing information that is authentic, engaging, and relatable; and by building a rapport and relationship with members, stakeholders and the wider community that encourages them to participate in the credit union. • Communication - A good public speaker as well as the ability to

	engage an audience of two or two hundred. Confident and fluent, in a way which holds others' attention through the use of an appropriate pace and level of voice. Good written communication to suit the audience and the circumstances to which the communication is aimed ● Team Working - A good team player fits in with the team, developing effective supporting relationships with their fellow team members by showing them consideration and creating a sense of team spirit. . ● Understanding Our Members - Having a thorough understanding of the needs of our members and using this knowledge to promote excellent customer service to maximise opportunities for the credit union. ● Initiative - Able to take advantage of opportunities, anticipate situations and problems, and find the right solution. The ability and creativity to identify solutions to attract new business and deliver good customer outcomes for our members. ● Flexibility - You can commit to a flexible way of working to meet the demands of the role, including some evening and weekend work. ● Delivery Focused - Able to set yourself high standards of work and striving to exceed your performance objectives in order to achieve quality, efficiency, accuracy and excellence in all aspects of your work. You take personal responsibility for your own time management and your focus is on getting work right first time and on time, continually checking for accuracy. You demonstrate a willingness to finalise loose ends, ordering activities that need to be undertaken to ensure a task is fully completed on time. .
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