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**Job Specification**

**Community Outreach Officer**

1. **Reporting Line:**
2. Reporting to the West Cheshire Credit Union CEO
3. **Job Summary:**
4. To support the aims and objectives of West Cheshire Credit Union (WCCU) by undertaking activities to build the reputation, increase awareness and drive membership numbers forward by engaging with and working in the heart of the communities covered under WCCU common bond.

**3. Staff Responsibility:**

a) This role has no direct responsibility for staff.

1. **Aims:**
2. To develop and increase the number of active savers taking up membership of the West Cheshire Credit Union.
3. To Increase the West Cheshire Credit Union loan portfolio.
4. Building and promoting healthy, long-lasting customer relations with community groups, businesses and third sector organisations.
5. **Key Responsibilities:**
6. Work in, and across the common bond area to promote the services of West Cheshire Credit Union to individuals, communities, and the business sector.
7. Build and maintain relationships with new and existing stakeholders to encourage wider membership and the development of new services.
8. Contribute towards the WCCU marketing plan, noting objectives and outcomes to be achieved.
9. Design, or work with external design agencies to create promotional materials.
10. Create PowerPoint presentations with clear messages designed specifically for the intended recipients.
11. Work in collaboration with the wider management team to deliver outcomes contained within the annual Marketing Plan.
12. Actively contribute towards any new projects or initiatives.
13. Seek opportunities for new leads, by direct contact and follow up meetings.
14. Research new markets, communities, and products to enable business growth.
15. Respond to requests from community groups and new leads to build relationships and present a range of services offered by WCCU.
16. Construct and provide reports relating to demographics and activities to the CEO and Board.
17. Deliver presentations to groups, including but not limited to schools, businesses, community groups and Stakeholders.
18. Represent the West Cheshire Credit Union at meetings, conferences, and specific invitations.
19. Work with leading housing associations to support their tenant’s financial inclusion policies, including by not limited to work with housing officers, marketing, and communication departments.
20. Undertake related administration duties to support the Community Outreach Officer role, including regular reporting to CEO.
	1. Provide feedback to the CEO/ Office Manager and Board on information or requests from customers to improve or develop services.
	2. Create and distribute regular newsletters / updates and other communication to the membership and partner organisations.
21. **Community:**
22. Build and maintain solid relationships in key wards across the WCCU Common Bond.
23. Encourage community members to become actively involved in promoting the services of WCCU.
24. Source relevant locations in which to promote WCCU services from, including partnership opportunities.
25. Work with local / ward Councillors to raise awareness to constituents.
26. **Commercial / Business:**
27. Engage with and encourage businesses within the common bond to offer ‘payroll saving schemes’ to their employees.
28. Build rapport with leading figures in the business community from across the common bond area.
29. **General:**
	1. Ensuring General Data Protection Regulations are followed, and any breaches reported directly to the CEO.
	2. Abide by any confidentiality rules / guidelines as laid out by West Cheshire Credit Union.
	3. Work within the parameters of published Health and Safety Guidelines.
	4. Report any suspicions of Money Laundering swiftly and in accordance with the internal Anti Money Laundering Policy.
	5. To undertake such duties as required by the nature and interests of the business as required by the CEO or Board of Directors.

**Qualifications**

***Essential:***

* Good standard of general education including Maths & English to Level 3/GCSE or above

**Skills**

***Essential:***

* Excellent customer service skill
* Good listening skills and attention to details
* Ability to sell products and services to a wide range of customers
* Excellent verbal communication and presentation skills
* Ability to achieve desired results both individually and as a part of a team
* Good self-management skills and ability to prioritise tasks effectively

**Knowledge**

***Essential:***

* A strong background in sales and customer service
* Understanding the importance of customer retention
* Experience of working in a related field

***Desirable:***

* Knowledge of Credit Unions and their role/aims

**Qualities**

***Essential:***

* Flexible, reliable, and adept at working as part of a team
* Professional at all times
* Polite attitude and a calm temperament to communicate effectively with different customers.
* Enthusiastic about helping customers and solving their problems.
* Confident and well organised
* A great sense of self-motivation, ambition, and determination

***Ref Common Bond***

***Cheshire West and Chester, Cheshire East and Flintshire***