



Member First Credit Union Ltd

is now inviting applications for the following position

Senior Manager, Sales and Marketing (Ref: SMSM 2024)

A unique opportunity has arisen within MFCU to become a part of the Senior Management Team to provide direction and support towards achieving our Vision.

Who we are:

Member First Credit Union (MFCU) is a forward-thinking and dynamic financial services provider, proudly serving over 107,000 members. With several branches located throughout North County Dublin—including Artane (D5), Donaghmede (D13), Northside Shopping Centre (D17), Raheny (D5), and Swords—managing total assets exceeding €385 million.

Our **Vision** is to challenge the norm, to be different, a breath of fresh air, to embrace the technology that makes saving and lending easier. But don't worry; despite the innovations, the technology and the enthusiasm, we're still firmly rooted in the community. And that's something we will never forget.

Our **Core Value** is to serve our members and the community whilst striving to maintain the highest professional standards through innovation.

At MFCU, **We Do Teamwork**; we think positively, we listen and communicate, we respect each other, we show kindness, we do friendship, we have fun, and we do motivation. We invite you to join the Team.

Summary Objective of the Role:

MFCU is now recruiting a **Senior Manager, Sales and Marketing** located in our Head Offices in Artane with a requirement to work across all our five branches and among the community. Reporting directly to the Chief Executive Officer, the Senior Manager of Sales and Marketing will play a crucial role in implementing the growth strategy for Member First Credit Union. This position will concentrate on promoting the credit union, driving business growth, and enhancing product and service sales. We are looking for a dynamic, exceptional leader with an extensive educational background in marketing, outstanding communication skills, and a proven track record of executing successful sales strategies to elevate the credit union to new heights. Working closely with Branch Managers and Operations Teams, the Senior Manager will develop, implement, and nurture an organisation-wide sales culture, continuously coaching leaders and teams to effectively promote credit union offerings, convert leads, and strengthen the business pipeline.

Key Responsibilities:

- **Strategic Vision:**
 - Develop and articulate a forward-thinking vision for the marketing and sales departments that aligns with the credit union's future goals.
- **Growth Strategy Implementation:**
 - Lead the growth strategy, enhancing product and service sales, particularly within the loan portfolio.
- **Community Engagement:**
 - Promote the credit union's initiatives and services, emphasising our community focus and financial well-being ethos. Build strong relationships with community groups and actively support financial education programmes to improve community financial literacy.
- **Reporting:**
 - Report weekly with defined dashboards indicating key growth performance and risk indicators to the Management Team. Report monthly for inclusion in the monthly Board Pack.
- **Performance Analysis:**
 - Monitor key metrics to assess the effectiveness of marketing and sales efforts, informing potential strategy adjustments while maintaining focus on member needs.
- **Sales Culture Development:**
 - Collaborate with branch managers and teams to foster a strong member-centric sales culture, coaching staff to promote credit union products and convert leads into applications.
 - Oversee the development and implementation of Product and Service Training for Credit Union employees to enhance the sale of credit union products and services.
- **Market Research:**
 - Identify market development and sales opportunities through trend analysis, competitor monitoring, and member insights. Ensure research considers underserved communities and opportunities for the credit union to improve financial access for all.

- **Promotional Campaigns:**
 - Oversee the design and execution of marketing campaigns, public relations efforts, and promotional activities.
- **Social Media Strategy:**
 - Utilise social media platforms for targeted outreach to diverse demographics, leveraging data and insights for effective future engagement, which aligns with the credit union's core values.
- **Team Leadership:**
 - Build and motivate a high-performing marketing and sales team, fostering a positive corporate culture.
 - Support Branch Managers to ensure continuous improvement in developing and achieving business goals, particularly in growing the loan book.
- **Member Engagement Framework:**
 - Lead and embed a culture that continually enhances the understanding of our members across market segments. Develop ongoing offerings that drive member relevance, participation and sales.
- **Engage Local Markets:**
 - Actively seek out new business by identifying, contacting potential partners and exploring new opportunities.
- **Systems Support:**
 - Responsible for required systems to support the development and operation of the sales function, ie. CRM.

***The above list is not exhaustive and may be subject to change in line with the needs of the business.*

The successful candidate should have the following:

Qualifications and Competencies:

Education:

- Bachelor's Degree in Marketing or a related field; an equivalent combination of education and experience will be considered.
- A Master's degree in marketing or related equivalent is considered an asset.
- Commitment to continuous professional development.

Experience:

- Minimum of 10 years in progressively responsible marketing and sales roles, preferably within the financial services sector.

Skills:

- Strong verbal and written communication skills for engaging multiple organisational levels.
- Exceptional organisational abilities with attention to detail; capable of multitasking and meeting deadlines.
- Technical proficiency in analysing social media and using marketing tools for targeted outreach.
- Business insight for strategic planning and attracting diverse demographics.
- Highly motivated, proactive and results-driven.
- Strong communication skills.
- Proficiency in MS Suite of products, marketing, social media and online systems.
- Excellent financial and credit union sector knowledge with a creative and innovative approach to credit union marketing.
- Ability to formulate and implement sales & marketing plans.
- Ability to demonstrate commitment to the three Ps [professional service, positive experience, personal touch] in all aspects of work across all working relationships.

Applicants should clearly state the position they are applying for by quoting the reference **SMSM 2024**

Applications, including Cover Letter and CV, by email only addressed to recruit@pinta.ie

The closing date for receipt of applications is the 25th of October, 2024

Shortlisting may apply, and assessment will be done based on the information provided in the application.

Member First Credit Union Ltd is an Equal Opportunities Employer