



MARKETING MANAGER

JOB DESCRIPTION

Job Level & Grade: Management / Senior Professional	Department: Marketing
Location: Port of Spain Head Office	Direct Supervision: Marketing & Member Engagement (4)
Reports To: General Manager	Last Review Date: October 1st, 2025,

POSITION SUMMARY

The Marketing Manager creates and drives a data-led, member-centred brand and acquisition strategy to grow membership, reactivate dormant members, strengthen member education and engagement, and raise the Credit Union's profile across target segments (especially members aged ≤35 and underserved communities). The role combines strategic leadership, campaign delivery, PR & communications, and stakeholder engagement while supporting Branches with market insights and member data. This position leads a team and regularly presents marketing trends and results to the Board.



CORE COMPETENCIES & RESPONSIBILITIES

Strategic Branding & Growth

- Develop, own and deliver the 3-year Marketing & Brand Plan aligned to the Strategic Plan to deliver membership growth, product diversification and digital adoption.
- Set and report monthly targets for new members (with segmented targets for 35 and under), re-activation campaigns for dormant members, and conversion rates for new and existing products.

Member Education & Engagement

- Design and implement member education programmes (such as financial literacy, benefits of CU membership, and estate planning for older members).
- Partner with the Education Committee and external institutions to continuously inform and engage members.

Digital Marketing & Analytics

- Lead digital marketing strategy: social, paid digital acquisition, content calendar, SEO, email and automation to increase online transactions, brand awareness and digital adoption.
- Use Sharetec/BI outputs to conduct market segmentation and track member journeys.

Communications & Public Relations

- Manage external PR and internal communications (newsletters, crisis communications, GM/Board briefs) and prepare Board-level marketing reports.
- Represent WCU in stakeholder forums, government and corporate partnerships.

Product & Market Intelligence

- Provide data-driven market inputs for product development (esp. SME, agri-food and youth products).
- Conduct member surveys and competitor scans, and translate insights into product recommendations and campaign strategies.

Campaign Execution & Events

- Plan and deliver product launches, branch activation, community outreach and sponsorship events.
- Oversee vendor selection and campaign logistics within budget constraints.

Team Leadership & Capacity Building

- Manage, coach and develop the marketing team to build internal marketing capability.
- Drive cross-functional adoption of marketing plans and share insights and feedback on members' experiences to increase awareness and accountability among staff.
- Provide ongoing staff training, internal awareness campaigns and promotional materials to enhance frontline marketing skills such as up-selling, service quality and member relationship management.

Compliance & Governance

- Ensure all marketing activity complies with applicable laws, the Credit Union's byelaws, regulator guidance and internal policies (including member data protection / confidentiality and POCA/AML considerations where relevant).
- Escalate any regulatory or reputational risks to the GM.
- Other related duties.



QUALIFICATIONS & EXPERIENCE

- Bachelor's Degree in Marketing, Communications, Business Administration or related field.
- Minimum 3–5 years' experience in marketing, preferably with experience in financial services or a credit union environment.
- Experience with core banking analytics (Sharetec / Power BI) and digital acquisition tools.
- Demonstrated experience managing campaigns that drove measurable membership growth.



REQUIRED SKILLS

- Strategic brand thinking and hands-on campaign execution.
- Data literacy: segmentation, customer insight, survey design and ROI analysis.
- Digital marketing: paid social, SEO, email automation and content strategy.
- Stakeholder management and skill in presenting to Board and external partners.
- Excellent written and verbal communications with capability for PR/crisis communications.
- Project management, vendor management and strong time management.
- Commitment to cooperative principles and member protection.



PERSONAL ATTRIBUTES

- Creative, curious and target-driven.
- High integrity and trustworthiness when handling financial messaging and member data.
- Collaborative, decisive and resilient under pressure.
- Commitment to the cooperative philosophy and WCU's Core Values.



PERFORMANCE STANDARDS

Net new and returning members

- Define member segments.
- Percentage reduction in inactive members.

Campaign ROI

- Cost per acquisition and conversion rates.

Member satisfaction score

- Annual and pulse member surveys, event participation/attendance, and post-event feedback.
- Member retention rates and NPS.

Product Development

- Number of new products and percentage uptake by target market.

Digital channel growth

- Percentage of member inquiries/transactions initiated online attributed to marketing initiatives.

Responsiveness

- Timely delivery of market research briefs and product support requests.

Team engagement/training completion rates.

- Staff participation and attendance in marketing events and training.



RECEIVED BY:

Name:

Date:

Signature: