



JOB OPPORTUNITY
MARKETING AND COMMUNICATIONS ASSISTANT

Summary of Position

To assist the Marketing and Communications Manager in coordinating activities related to the marketing, communication and promotion of the credit union in keeping with the credit union's marketing strategic objectives.

Duties include but are not limited to the following accountabilities:

- Assists with the preparation, arrangements and dissemination of information concerning the credit union's products via all relevant media to maximize brand promotion;
- Assists with the creation and development of innovative ways to communicate the credit union's products and services to existing and potential members;
- Assists with the social media strategy of the organisation ensuring that it aligns with the credit union's brand;
- Assists in reviewing content, updates and monitors the credit union's website;
- Assists in conducting research aid in the development of products, services and member-care;
- Assists with the organization of special events on the credit union's calendar;
- Assists in coordinating marketing campaigns and promotional draws in conjunction with loan targets for the specified period;
- Prepares social media reports as part of the overall reporting of the Marketing Department for submission to the Board of Directors;

Qualifications and Experience

- Associate's Degree in Marketing, Communication or related field
- Certificate in Marketing or ICT related field

Competencies

- Proficiency in Microsoft Office Suite, graphic design tools (e.g. Adobe Suite, Canva).
- Experience with analytical reporting tools for data-driven decision-making.
- Ability to demonstrate creativity
- Excellent interpersonal, oral, and written communication skills.
- Proficient in developing engaging and impactful content.
- Strong ICT capabilities
- Meticulous attention to detail
- High level of interpersonal, organisational and efficient time management skills with the ability to multi-task prioritize work, and meet deadlines.
- Demonstrate ability to work both independently and collaboratively in a team environment.
- Ability to maintain a high level of professionalism, confidentiality and integrity.

Salary commensurate with qualifications and experience.

Letters of application accompanied with proof of qualifications, resumé and two (2) letters of recommendation should be addressed to:

The Operations Officer
GECCU Limited
P.O. Box 1636
Halifax Street
Kingstown

The closing date for receipt of applications is **December 2, 2024.**