

MAKE AN IMPACT AT GECCU

Marketing and Communications Manager

The General Employees Co-operative Credit Union Limited (GECCU) is inviting applications from suitably qualified and experienced professionals for the position of **Marketing and Communications Manager**.

This is an opportunity to contribute to the continued development of GECCU's brand, communications, member engagement and marketing initiatives.

ABOUT THE ROLE

The Marketing and Communications Manager will provide strategic and operational leadership for GECCU's marketing, communications, public relations and member engagement initiatives.

The successful candidate will work collaboratively across the Credit Union to promote GECCU's products and services, strengthen its brand, support member acquisition and retention, and enhance the member experience through effective communication, digital platforms and innovation.

KEY RESPONSIBILITIES

- Develop and implement comprehensive marketing strategies aligned with GECCU's strategic objectives;
- Lead GECCU's brand development, positioning and management, strengthening its reputation and public image across all communications channels;
- Develop and manage the department's budget;
- Oversee digital marketing campaigns and promote GECCU's digital platforms;
- Identify opportunities for digitization in collaboration with relevant departments;
- Develop and oversee internal and external communications;
- Collaborate with departments to strengthen member acquisition, retention and engagement strategies;
- Conduct market research and analyze data to identify trends, opportunities and member needs;
- Plan, coordinate and manage member satisfaction surveys and use findings to support improvements in member experience;
- Plan and execute marketing campaigns, events, promotions and community outreach initiatives;
- Monitor and analyze the effectiveness of marketing campaigns and communication initiatives, using performance data to drive improvements;
- Develop and maintain positive relationships with the media, community organizations and other stakeholders;
- Coordinate GECCU's School Co-operatives Programme;
- Support membership education, community engagement and public relations initiatives.

QUALIFICATION AND EXPERIENCE

- Bachelor's Degree in Marketing, Business Management or a related discipline;
- At least five (5) years' relevant experience, including at least two (2) years' experience in a supervisory or managerial capacity;
- Experience in the financial services or co-operative sector will be considered an asset;

CORE COMPETENCIES

- Ability to develop marketing strategies and strengthen brand positioning
- Proficiency in digital marketing, social media and digital platforms
- Excellent written, verbal and presentation skills, with strong public relations capabilities
- Ability to use market and member insights to drive engagement, acquisition and retention
- Strong leadership, relationship building and collaboration skills
- Strong analytical, organizational, project management skills, with the ability to manage multiple priorities

WHY GECCU?

Be part of shaping how GECCU connects with its members, strengthen its brand and drives meaningful growth. Bring your ideas, experience and creativity to a role where you can make an impact.

APPLICATION REQUIREMENTS

Interested and suitable qualified candidates should submit:

- Letter of application
- Detailed résumé
- Copies of relevant academic and professional qualifications
- Two (2) recent letters of recommendation

Applications should be addressed to:

The Human Resources Department
GECCU Limited
P.O. Box 1636
Halifax Street
Kingstown

Applications may be emailed to: **careers@geccu.com** or delivered to GECCU Ltd.'s office in Kingstown.

CLOSING DATE: Friday 30th October 2026.

Only shortlisted applicants will be contacted.