



Hoot Credit Union

Community Engagement Manager | July 2024

Job Description

Key Focus/ Role Purpose	<p>To work with the Chief Executive on day to day activities, to support the ongoing success and growth of Hoot Credit Union, by identifying alternative channels and sourcing new opportunities to grow and engage the membership.</p>
Reporting	<p>This role reports to the Chief Executive. There are no direct reports to this role.</p>
Salary	<p>28 hours per week £25,600 + 6% pension contribution</p> <p>Based at The Square, Bolton but flexible working arrangements available. Some evening and weekend work required</p>
Person Profile	<p>You represent Hoot in the community, seeking out new possibilities and exploring options which will help drive our business forward.</p> <p>You easily establish and build great relationships with our stakeholders. You have drive, energy and determination to get Hoot Credit Union products and services out to as many people as possible.</p> <p>You are a champion for the business, an advocate for our products and services. You are creative in your approach and demonstrate tenacity in getting in front of the right people. You are professional and a great representative for the credit union. You demonstrate great verbal and written communication skills along with a confident and engaging presentation style.</p> <p>As a member of the senior management team, you understand the importance of establishing policies that promote Hoot Credit Union’s culture and vision through its business development. You are collaborative, supportive, calm under pressure, solution-focussed and able to lead others effectively in such a way that encourages maximum performance and engagement.</p> <p>Treating Customers Fairly is a core belief of yours and you embrace a member excellence philosophy consistent with the credit unions mission, vision and values.</p>
Key Activities	<ol style="list-style-type: none"> 1. To work with the Senior Management Team on developing all community and business opportunities. 2. To ensure that the credit union meets its obligations to the community in line with the business plan, and the community engagement strategy. 3. Lead a proactive and targeted approach to new business generation through identifying appropriate opportunities for the credit union. 4. Develop relationships with existing and potential new partners to generate business opportunities, strategic partnerships and collaboration on delivering social value. 5. Identify, develop and maintain relationships with payroll deduction to encourage payroll saving.

	<ol style="list-style-type: none"> 6. Raise the profile of the credit union throughout the community through activities, events, relationships and partnership working. 7. Develop, deliver and coordinate the marketing strategy.
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Hoot Credit Union expects all its employees to embrace the principle of *living the values*. This means that you are able to understand the purpose of the credit union, what it aims to achieve and you ensure the behaviours you demonstrate reflect this culture.

Key Knowledge, Skills and Experience	<ul style="list-style-type: none"> • Strong Communicator • Strong attention to detail • Able to deliver to deadlines • Understands the credit union development opportunities in the local area • Experience of influencing, and positive to change and new opportunities • Experience of relationship building • Able to represent the credit union externally and act as a company ambassador • Proven influencing skills • Excellent problem-solving skills • Highly-developed planning and organisation skills • Extensive knowledge of the credit union, its operations and of the credit union’s goals and developments • Understanding of relevant regulatory issues and constraints • Knowledge of IT systems and how they operate within the credit union
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Key Behaviours	<ul style="list-style-type: none"> • Influencer The ability to build relationships by sharing information that is authentic, engaging, and relatable; and by building a rapport and relationship with members, stakeholder sand the wider community that encourages them to participate in the credit union. • Communication A good public speaker as well as the ability to engage an audience of two or two hundred. Confident and fluent, in a way which holds others’ attention through the use of an appropriate pace and level of voice. Good written communication to suit the audience and the circumstances to which the communication is aimed • Team Working A good team player fits in with the team, developing effective supporting relationships with their fellow team members by showing them consideration and creating a sense of team spirit. • Commitment to Credit Union Values Understanding the core values and social goals by which the credit union operates, and seeking the desired outcomes for members, the community and the local economy. • Understanding Our Members Having a thorough understanding of the needs of our members and using this knowledge to promote excellent customer service to maximise opportunities for the credit union.
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- **Initiative**
Able to take advantage of opportunities, anticipate situations and problems, and find the right solution. The ability and creativity to identify solutions to attract new business and deliver good customer outcomes for our members.
- **Flexibility**
Willingness to adapt your thinking and behaviour to suit different situations. You recognise the value of alternative views to issues and are enthusiastic and supportive of change which will benefit our members, colleagues and the credit union. You can commit to a flexible way of working to meet the demands of the role, including some evening and weekend work.
- **Delivery Focused**
Able to set yourself high standards of work and striving to exceed your performance objectives in order to achieve quality, efficiency, accuracy and excellence in all aspects of your work. You take personal responsibility for your own time management and your focus is on getting work right first time and on time, continually checking for accuracy. You demonstrate a willingness to finalise loose ends, ordering activities that need to be undertaken to ensure a task is fully completed on time.
- **Leadership**
Being able to set a positive example to work colleagues, members and stakeholders. You act as a role model living the values of the credit union.