

## **Marketing Executive, Business Development & Marketing Team, Health Services Staffs Credit Union – 15th July 2025**

<b>Position:</b>	Marketing Executive
<b>Contract:</b>	Permanent Full Time ( 35 Hours)
<b>Reporting To:</b>	Marketing Manager
<b>Location:</b>	High Street, Dublin 8 ( will require Travel)
<b>Remuneration:</b>	€ 37,145 to €47,715 depending on relevant experience & qualifications* Annual Leave 24 days Occupational Pension Scheme

The Health Services Staffs Credit Union is once again hiring as we continue to be a front leader in the Credit Union sector. Health Service Staffs Credit Union (HSSCU) is one of the largest credit unions, currently with the largest loan book in the country. If you would like to join an organisation that is dedicated to delivering the best possible service to over 70,000 members, offering a wide range of financial products and services to at competitive rates and attractive terms.

The Marketing team is responsible for planning, designing and implementation of the Marketing Strategy in line with the Credit Unions Strategic Plan, reporting into the Strategic & Business Development Manager. This requires excellent internal stakeholder engagement and support, as well as engaging with potential new members and assisting in new business development opportunities. The team completes a range of administrative, operational, and promotional activities that contribute to the growth and development of the credit union.

We now have a brand new role of Marketing Executive on the team. They will work under the guidance and direction of the Marketing Manager.

***The contracted hours for this post are 35 per week:*** Monday to Friday 9am to 5pm

### ***Role Description:***

This position will have a variety of duties including;

- Assist with the implementation and execution of the HSSCU marketing strategy and yearly Marketing Plan
- Support the delivery of new & existing products, ensuring appropriate promotion of the products and communication to staff in advance of launch.
- Assist with design, implementation and monitoring results of marketing and advertising campaigns.
- Assist with the delivery of key projects fully and on time.
- Conduct informal market research on a regular basis and use analytical tools to measure results of marketing campaigns when required.
- Liaising with management and staff in order to source ideas to be used for promoting the credit union.
- Organise and carry out all promotional activities approved by the board and the manager of the credit union, maintaining records as required in conjunction with Marketing Manager.
- In conjunction with team, arrange and carry out new member recruitment campaigns in our members' work locations.
- Act as HSSCU liaison and ambassador in our community common bond with schools and community organisations

- Arrange advertising, such as radio, newspapers, local parish magazines etc.
- Assist with the design and production of advertising material to be used within the credit union, online and other media.
- In conjunction with Marketing Manager, develop creative, original, high-quality, tailored content for our members
  - Design and publish content and promotional material on our website and social media platforms
  - Assist with design and issue a newsletter (e-zine) on a bi-annual basis
  - Compose letters and information material to members for various communications as required from time to time
  - Designing information literature, leaflets etc., in order to educate members in regard of services offered by the credit union
  - Designing new member packs and ensuring all new members receive a copy.
- Support the management of the social media content calendar and execute campaigns over multiple platforms (LinkedIn, Twitter, Instagram, Facebook, Google, TikTok etc)
- Assist with maintenance of the credit union website.
- Liaise with external agencies and industry bodies as required.
- Ensure all marketing costs are in line with the agreed budget and assist in providing quarterly updates to line manager
- To support, promote and actively participate in sustainable energy, water and waste initiatives to create a more sustainable, low carbon and efficient Credit Union.
- Assist with AGM preparation work before, during and after the meeting

### ***Persons Specification***

The successful candidate will have

- Excellent communication and interpersonal skills with a strong customer focus both internally and externally
- Excellent organisational skills
- Methodical with a high level of accuracy and attention to detail
- Ability and confidence to communicate effectively both orally and in writing.
- Ability to work under own initiative with minimal direction.
- Ability to use Canva or similar software to an acceptable level
- Ability to work to deadlines and targets, can prioritise tasks under pressure.
- Flexibility and willingness to take on new tasks and projects.
- Ability to work with and part of a team.
- Responsible and conscientious

Competency	Level
Member Relationship Management	Strong
Communication and influencing	Strong
Strategic thinking and commercial acumen	Good
Teamwork and collaboration	Strong
Planning and priority setting	Strong
Problem solving and decision making	Good
Results focus	Very strong

IT, digital and social media	Strong
Technical: Marketing /Digital Marketing	Strong

(A full job description is available on request – email: [recruit@hsscu.ie](mailto:recruit@hsscu.ie))

### ***Requirements***

- Minimum of 2 years' experience in a similar marketing role
- Requires a 3rd level qualification in a marketing or relevant discipline
- Full clean drivers license for a minimum of 2 years (Travel is required for role)
- Experience with designing promotional materials an advantage
- Experience in digital, and online marketing an advantage
- A good working knowledge of Canva (or similar software) is required
- Willing to be flexible with working hours

Please apply with a cover letter and or /letter of application and full CV to the HRD Manager, by emailing [recruit@hsscu.ie](mailto:recruit@hsscu.ie) by **Monday 10pm 28th July** , with the reference in the subject line of Marketing Executive

**Please note interviews expected to be Thursday 31st July in person.**

We encourage applications from candidates with different backgrounds, experiences, and perspectives as it strengthens us, as individuals and as an organization. We are committed to positively supporting candidates with disabilities. If we can make any reasonable accommodations for you in the recruitment process to give you the opportunity to perform to your best, please email [recruit@hsscu.ie](mailto:recruit@hsscu.ie) or 01 6456908. Any information that you provide will be used only for the purposes of providing relevant support and will have no bearing on how your application will be viewed.

**Health Services Staffs Credit Union is an equal opportunities employer, canvassing will disqualify. If you would like a copy of our Recruitment Privacy Statement, please request same by e-mailing [recruit@hsscu.ie](mailto:recruit@hsscu.ie).**