

[JOB DESCRIPTION HEADLINE / PREVIEW](#)

East Kilbride Credit Union, West Lothian Credit Union, Kingdom Credit Union, Castle Community Bank and 1st Alliance (Ayrshire) Credit Union (the “Credit Union Consortium”) are working together to create a new role of Employer Engagement Officer. The post holder will be responsible for increasing the number of employers who offer their staff credit union-backed affordable loans and hassle-free savings products through automatic payroll deduction. This is a fixed term, two-year post as part of a partnership project funded by the Consortium and the Carnegie UK Trust.

JOB DESCRIPTION

Post: Employer Engagement Officer

Employer: East Kilbride Credit Union

Reports to: John Lange, General Manager, East Kilbride Credit Union.

Salary: £25,000 plus pension contribution

Location: East Kilbride. An element of home working may also be considered. A regular presence is expected within each credit union where hot desk arrangements will be made. A nominated person from each credit union participating in the project will support the post holder when they are located in partner establishments.

Requirement to travel: The post holder will be required to travel regularly to carry out their duties across East Kilbride, West Lothian, Fife, Edinburgh (EH Postcode) and Ayrshire. They will be comfortable working independently and efficiently manage their own time and travel. The ideal candidate will have access to their own vehicle and will be able to claim a mileage rate for journeys and for other reasonable expenses incurred in the course of their duties.

Full time / part time: Full time (35 hours per week). Flexible working / secondment may be considered for a suitable candidate.

Temporary / permanent: This is a fixed-term post of two years duration. Extension of the role beyond two years is entirely dependent on securing new funding arrangements.

Purpose of the job: East Kilbride Credit Union, West Lothian Credit Union, Kingdom Credit Union, Castle Community Bank and 1st Alliance (Ayrshire) Credit Union (the “Credit Union Consortium”) are working together to create a new role of Employer Engagement Officer. The post holder will be responsible for increasing the number of employers who offer their staff credit union-backed affordable loans and hassle-free savings products through automatic payroll deduction. This is a fixed term, two-year post as part of a partnership project funded by the Consortium and the Carnegie UK Trust.

The newly created role of Employer Engagement Officer will suit a dynamic person with experience in sales, business development and / or employer engagement who understands the benefits of credit union membership and can motivate and encourage employers to sign up to payroll deduction schemes which will introduce credit union membership into more of Scotland's workplaces.

About credit unions and payroll deduction:

A credit union is a not for profit, financial co-operative body, owned and controlled by its members. Credit unions help their members to manage their finances more efficiently, offering savings accounts but also personal loans at attractive interest rates. Just like banks, credit unions are authorised and regulated by the Prudential Regulation Authority and the Financial Conduct Authority. However, unlike banks they have no external shareholders or investors to satisfy. The emphasis is on providing the best possible service to their members whilst combatting financial exclusion and exploitation. Credit unions are established by communities of people who have a 'common bond' – usually they live or work in the same area or work for the same employer. 7% of people in Scotland are members of one of Scotland's 100+ credit unions.

Payroll deduction is a valuable part of the credit union offering which allows an employee to save into a credit union account directly from their salary. The employee sets the amount they want to save or repay, reducing the hassle and stress of managing multiple payments. For employers the benefit is that they are providing an easy to administer, low to no-cost saving facility for their employees to help them manage their finances, alleviating money worries among staff and contributing to a happier, more productive workforce. However, employer and employee awareness of this fantastic workplace benefit remains low. The role of Employer Engagement Officer will ensure that more of Scotland's workplaces can reap the rewards of this scheme.

ROLE OBJECTIVE:

To build successful employer networks through face to face, telephone and virtual business development, and convert these relationships into employer payroll deduction partners to increase credit union membership.

Major tasks:

- To develop and deploy employer engagement strategies tailored to the employers in the consortium areas: Edinburgh (EH postcode), Ayrshire, Fife, West Lothian and East Kilbride.
- To visit employer workplaces and present the benefits of credit union payroll deduction in a compelling way to management and staff. This will include driving increased employee take up of payroll deduction schemes among the Consortium's existing employer partners as well as securing new employer partners.
- To provide appropriate support and information to employers and their staff to help them understand the benefits of credit unions and the payroll deduction process.
- To work proactively across the Credit Union Consortium to develop and meet employer conversion targets which fulfil business aims.

- To monitor, manage and evidence time spent and progress achieved within each locality and seek to ensure an appropriate balance of time across all consortium members' geographical areas.
- To achieve and report on progress towards targets set in consultation with the Credit Union Consortium Boards, and to alert management of any issues on a regular basis so that timely action may be taken.
- To maintain a work plan and develop a pipeline (with support from individual credit unions) of potential employers who will be approached.
- To develop and maintain records of positive case studies to document success and share best practice across the Consortium.
- To undertake any other duties which may be relevant to the post or required for the success of the project.

Person specification

The ideal candidate will be self-motivated, with a demonstrable track record in building, deploying and maintaining positive employer relationships to drive new business. This is a new role and the ideal candidate will relish the opportunity to shape bespoke employer engagement strategies suited to local labour markets. They will be commercially aware, possess excellent interpersonal skills and a clear and persuasive communication style in order to build positive working relationships and close sales. They will be enthusiastic about the benefits of credit union payroll deduction and will use this enthusiasm to sell the credit union ethos and increase membership.

A full list of the essential and desired skills and experience for this role is set out overleaf. The successful candidate will be expected to demonstrate how they meet a range of these specifications in their covering letter and at interview stage.

Employer Engagement Officer	Essential	Desirable
Skills, aptitudes, and experience	<ul style="list-style-type: none"> ○ Ability to plan, sell, and deliver new services to employers across a geographically diverse area. ○ Ability to develop and maintain collaborative working relationships both internally and externally to achieve required outcomes. ○ Ability to deliver information both verbal and written in a clear, accurate and convincing way for a range of audiences. ○ Excellent interpersonal and presentation skills. ○ Ability to work to targets and effectively manage conflicting and competing demands. ○ Proven record of developing and delivering own work plan on budget and to timescale. ○ High level of commercial awareness and ability to communicate the benefits of credit union payroll deduction in a compelling way to business audiences. ○ Patience, credibility and persistence to identify and gain access to business decision makers. ○ IT literacy as the role requires the ability to source reliable information and establish contact over the internet and via email, and to source and input information from CRM databases. 	<ul style="list-style-type: none"> ○ Sales, business development, employer engagement, consulting, financial services or recruitment experience. ○ Experience of effective partnership working with tangible outcomes. ○ Proven record of developing new services ○ Demonstrable understanding of personal financial services products and the credit union ethos. ○ Understanding of the mechanics of payroll deduction and ability to communicate this to a variety of audiences. ○ Can effectively and appropriately use social media channels to deliver key messages e.g. Twitter, Facebook, LinkedIn ○ Creative mind with an ability to develop sales tools including flyers and web pages with clear, concise and compelling messages. ○ Knowledge of credit union regulations and legislation.

<p>Other requirements</p>	<ul style="list-style-type: none"> ○ Ability to work independently, self-evaluate and ask for help when required. ○ Positive disposition who enjoys working collaboratively and communicating effectively with others. ○ Demonstrable personal integrity with the ability to appropriately manage commercial and sensitive information given by a range of internal and external stakeholders. 	<ul style="list-style-type: none"> ○ Full current, clean driving license ○ Own car
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How to apply and means of assessment

If you are interested in applying for this role, please email or post an up-to-date CV (maximum 2 pages) and covering letter outlining how you meet the requirements of the role to John Lange on jobs@ekcreditunion.co.uk or to 43 Brouster Hill, East Kilbride, G74 1AG **by 5pm on Monday 30th April.**

Please contact John Lange on jobs@ekcreditunion.co.uk for any queries about this role and its application process.

Please note the successful applicant will be subject to a [Basic Disclosure Scotland](#) check as well as satisfactory references including, where applicable, a financial regulation reference check. Any costs incurred for these will be reimbursed to the successful candidate.

Interview expected to take place on the **9th May 2018** (to be confirmed with shortlisted candidates).

