Opportunity for **Marketing Communications Assistant** to join Unity Trust Bank

# Why Unity

**Unity is the bank you can be proud to bank with. We help organisations to prosper and contribute to economic, community and social change. Put simply, we’re here to help create a better society.**

All of our funding comes from customer accounts and we benefit from a loyal, growing customer base. We use the deposits our customers entrust to us to fund lending which supports the communities we collectively serve.

# Purpose of the role:

Responsible for supporting the bank’s corporate affairs and marketing communications activities, both online and offline. This ranges from tactical intervention through to campaign planning, implementation and analysis aswell as event organisation. Also covering ownership of Social Media platforms and internal communications from campaign and plan level through delivery of communications aids and assets.

This is a high pace, diverse role requiring the ability to successfully manage links and interactions with various internal teams and hold strong links to HR.

# Responsibilities

* Understand the strategic plan and brand promise of the bank, acting as custodian for appropriate use of the brand on all internal and externally facing communications.
* Help build brand strategy and take the Unity story to market through communications and creative concepts. Maintain brand guidelines and ensure communications adhere to these standards as well as regulatory requirements.
* Create and implement tactical and strategic communications (digital and print) generating high quality leads and customer engagement (acquisition, cross-sell, up-sell and member-get-member (as appropriate).
* Support the Senior Communications Manager to implement a content strategy across defined communication channels including social, web, mobile and PR.
* Implement the UTB web strategy and other digital communications including SEO, PPC, email, digital advertising and mobile.
* Deliver stakeholder and investor communications including presentations, newsletters and investor relations website.
* Define and measure all marketing communications activity and produce post-campaign summaries to document effectiveness.
* Prepare PowerPoint presentations, Word documents and other corporate affairs and marketing related copy to a high standard (e.g. grammar) and compliant to regulatory requirements.
* Plan and deliver an internal communications calendar with HR.
* Plan and deliver the Bank’s sponsorship, hospitality and events successfully maintaining a strict calendar and budget.
* Manage links between Marketing and the Sales Force. Act upon their feedback to scope and deliver marketing communications for sales support and end customers.
* Act upon competitor communications, to ensure the bank is aligned with market developments.
* Work with the Social Impact Manager to deliver communications in association with this work.
* Develop an agency roster and keep this updated with services provided and contract owners.
* Plan and manage marketing communications spend per campaign and RM assigned spend.

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Organisational fit

Role reports to Senior Communications Manager.

Parameters of the role.

No direct reports.

Oversees Relationship Manager spend.

Risks and controls

* Ensures that treating customers fairly is at the heart of everything we do, both personally and as an organisation. This is achieved by consistently operating to the highest ethical standards

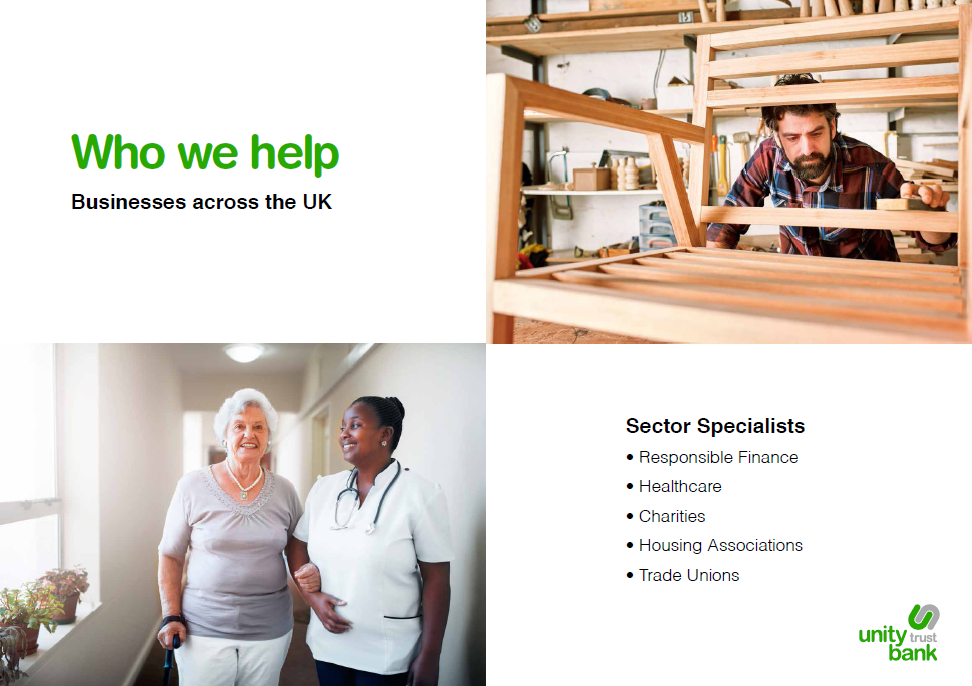
aligned to the founding principles of the Bank, as well as understanding that the Bank will at all times seek to protect its reputation.

* Continually reassess the operational risks associated with the role and inherent in the business, taking account of changing economic or market conditions, legal and regulatory requirements, operating procedures and practices, people reorganisation and the impact of new technology. This is achieved by ensuring that all actions take account of the likelihood of operational risk occurring and by addressing any areas of concern with line management and/or the appropriate department.
* Adheres to, and is able to demonstrate adherence to, internal controls. This is achieved by adherence to all relevant procedures, keeping appropriate records and by the timely implementation of internal or external audit points and any issues raised by the external regulators.
* In conjunction with Risk and Compliance function, adhere to the Bank’s Policies and Procedures by containing Compliance risk (this embraces all relevant financial services laws, rules and codes with which the business has to comply). This is achieved by adhering to all relevant processes/procedures and by liaising with the Risk and Compliance function about risk events at the earliest opportunity. Also, when applicable, by ensuring that adequate resources are in place and training is provided, fostering a Compliance culture and optimising relations with the Regulators

**Role subject to regulatory approval** – no

Other requirements specific to the role

You will be from either an in-house or agency background with experience of internal and external corporate communications, media affairs, marketing communications, campaign management and employee programmes/internal communications. You will be flexible, self-motivated, energetic with a curious mind, and passionate to learn from others, possessing the ability to work alone proactively, as well as in a team in a demanding environment.



# PERSON SPECIFICATION

(E = essential D= desirable)



# Professional qualifications

* Degree in English and/or Creative Writing (E)
* Professional Marketing Qualification or Marketing Degree (E)
* Digital Marketing Qualification (D)
* Journalism and Media Relations (D)

# Knowledge requirements (and how this is typically gained)

* Marketing communications delivery
* Campaign management for customer acquisition across a variety of marketing channels
* Digital communications experience including social media and website development/editing
* Excellent communication and organisation skills, with a variety of stakeholders
* Ability to manage workload and prioritise
* Journalism and / or media relations
* Experience of working with marketing agencies and writing marketing briefs
* Experience of measuring campaign effectiveness and writing post campaign summaries

To apply please email a cover letter and CV to [HR@unity.co.uk](mailto:HR@unity.co.uk). Deadline for applications is 5pm Thursday 31st August.