

# Unity Credit Union

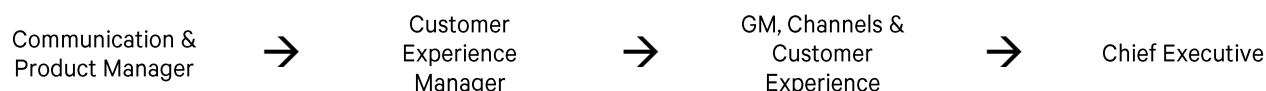
## Position Description



**Position: Communications and Product Manager**

Department: Channels & Customer Experience  
 Reports to: Customer Experience Manager  
 Direct reports: 0  
 Role type: Permanent  
 Hours: 40  
 Location: Hastings  
 Date: November 2021

### Position in organisation



### Purpose of position

- Drive Unity's communication strategy and tell our story in an engaging and motivational way to influence internal and external behaviour.
- Develop and implement end to end product management strategies and experiences that resonate with our members.
- Provide leadership support to the Customer Experience Manager.

### Key focus of the role

#### Communication Strategy

- Responsible for developing a communication strategy.
- Develop the annual communications and content calendar.
- Prepare media releases.

#### Communications Support

- Support the community management across social media platforms.
- Copywriting for regular emails (external and internal) campaigns, advertising, social posts and ads, and other key deliverables as required.
- Create website content and story boards for educational content
- Support team in developing and launching product / service enhancements
- All campaigns and communications (internal and external) are delivered in the agreed brand guidelines and all applicable disclaimers / legislative requirements are applied.

#### Product Management

- Lead the development of long and short term strategies for the designated product portfolio.
- Lead the development and implementation of tactics and campaigns to achieve the strategic goals for the designated product portfolio.
- Coordination of campaigns and promotions for the designated product portfolio.
- Develop and deliver annual product plans for designated portfolio including benefit, pricing and promotional enhancements in line with the product lifecycle.
- Lead planning and ideation to develop and launch product / service enhancements.
- Seek out new / evolving trends within financial services and proactively develop feasible plans to integrate these into the Unity solution set.

### Key result areas and standards of measures/expectations

1. Create overarching communication strategy, and annual communications and content plan.
2. Bring the Unity brand and tone of voice to life through copywriting for all collateral, and external facing touch points.
3. Provide support for new products launches, and develop content plans.
4. Responsible end to end management of the current product set, including regular reviews and product lifecycle enhancements in line with the agreed marketing strategy.
5. Champions new product initiatives and promotes these with the organisation and amongst members.
6. Lead campaign planning, development & execution of product campaigns.

#### Other:

- Health, Safety & Security regulations understood and complied with to ensure hazards identified and accidents prevented
- Other duties willingly performed as required
- Customer (internal staff and external) queries are followed through in a timely manner that ensures closure.
- Champion the organisational values
- Support other team members as required
- Strategic or operational project work completed as required
- Stays abreast of any Act or Advertising legislative changes and brings 'best practice' to Unity Credit Union

Note: These duties may change from time to time to meet operational or other requirements.

### Person specifications: *Skills and knowledge required in this position*

Essential	Desirable
<p>10+ years in a marketing team / environment, conducting a communications function.</p> <p>A tertiary qualification in Marketing/ Communications.</p> <p>5+ years product management experience.</p> <p>Extensive marketing experience and you enjoy strategy as well as doing.</p> <p>Development of communication strategy, plans and promotional campaigns.</p> <p>Social media content and community management experience.</p> <p>Effective organisation, time management and customer service skills.</p> <p>Excellent communication and influencing skills, both written and oral. Able to listen.</p> <p>Excellent eye for detail for proofing material and quality checks.</p> <p>A solid understanding and proven experience of implementing a variety of communications and being consistent with tone of voice.</p>	<p>Experience in project or brand launch.</p> <p>Previous experience within the financial or insurance sectors.</p> <p>Experience using Mailchimp and/or social media content management platform.</p> <p>Self-motivated with the ability to work individually as part of a team, with or without supervision.</p>