

Position:

Voluntary Non-Executive Director (Marketing Director)

Company:

CLEVR Money

Type:

Volunteer (must be available to attend meetings at the Blackpool office on the second Wednesday of each month between 10-12)

About Us:

CLEVR Money is a not-for-profit credit union, based in Blackpool. We are dedicated to supporting our local communities across Blackpool, Preston and Lancaster with access to affordable financial services.

Role Overview:

We are looking for a passionate and experienced marketing professional to join our board of directors on a voluntary basis. The ideal person will bring strategic insight, to enhance our marketing efforts, helping us reach more members and grow our impact in the community.

Key Responsibilities:

- To undertake training in order to comprehensively understand credit union operations, regulations and financial management
- Attend board meetings and actively participate in discussions and decision making
- Oversee the credit unions strategic marketing objectives and monitor performance of the goals
- Collaborate with the board and management to ensure that operational delivery is aligned with strategic objectives
- Enhance awareness of the credit union within its target markets via digital, social media and traditional advertising solutions

Qualifications:

- Proven experience in marketing, preferably within the financial services sector
- Strong understanding of digital marketing, social media strategies, and content creation
- Excellent communication skills
- Ability to think strategically
- Creative mindset with a focus on innovation and problem-solving
- Familiarity with the cooperative and credit union movement is a plus.
- Commitment to the values and mission of CLEVR Money

What We Offer:

An opportunity to make a meaningful impact in your local community.

Professional growth and networking opportunities.

The chance to help shape the future of CLEVR Money and contribute to its success.

How to Apply:

If you are interested in this position, email a copy of your CV and a covering note, outlining your relevant experience to Jackie Colebourne, Chief Operating Officer jackie@clevr.money