



CENTRAL CO-OPERATIVE CREDIT UNION LTD.

Stronger Together. Building a Better Tomorrow.



VACANCY ANNOUNCEMENT: MARKETING MANAGER

Central Co-operative Credit Union Ltd. invites applications from suitably qualified and experienced individuals for the position of **Marketing Manager**. This is an exciting opportunity for a creative and strategic professional to lead marketing initiatives and contribute to the continued growth and visibility of the Credit Union.



Location: Goodwill & Portsmouth



Reports to: General Manager



ROLE OVERVIEW

The Marketing Manager will be responsible for planning, implementing, and evaluating marketing strategies and campaigns that support the Credit Union's strategic objectives. The role includes managing brand presence, coordinating promotions and events, conducting market research, and enhancing member engagement across multiple channels.



QUALIFICATIONS & EXPERIENCE

- Bachelor's degree in Marketing, Business, or a related field
- Minimum of three (3) years' experience in a senior marketing role
- Strong knowledge of digital marketing and social media strategies
- Excellent communication, organizational, and analytical skills
- Experience in event planning and brand management is an asset
- Proficiency in standard computer applications



KEY RESPONSIBILITIES

- Develop and execute strategic marketing plans to drive membership growth and retention
- Coordinate and manage marketing campaigns, promotions, and events
- Oversee the development and distribution of marketing materials
- Manage digital platforms, including website and social media channels
- Conduct market research and competitive analysis to inform decision-making
- Track and report on marketing performance and campaign effectiveness
- Build and maintain relationships with stakeholders, media, and partners
- Ensure compliance with all relevant regulations and internal policies



APPLICATIONS SHOULD BE ADDRESSED, UNDER CONFIDENTIAL COVER TO:

The General Manager
Central Co-operative Credit Union Ltd.
42/44 Federation Drive
Goodwill, Dominica



DEADLINE FOR APPLICATIONS:

**FRIDAY,
MAY 15, 2026**



We thank all applicants for their interest; however, only shortlisted candidates will be contacted.

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