

Youth Engagement Officer

People First Credit Union

The Opportunity

People First Credit Union is seeking an innovative Youth Engagement Officer to lead a pioneering initiative that bridges the gap between young people and ethical financial services. This is a rare opportunity to design and implement a youth engagement strategy from the ground up—establishing you as a first-mover in financial inclusion and youth advocacy within the credit union sector.

Your mission will be to authentically understand the financial aspirations, challenges, and behaviours of young adults across our community, translating their insights into strategic recommendations that shape our product development, service delivery, and organisational strategy.

If you're passionate about youth empowerment, confident in stakeholder engagement, and ready to make a measurable impact on financial literacy and inclusion with your area, we want to hear from you.

The Role: Build the Future of Youth Banking

As Youth Engagement Officer, you will:

Engagement & Community Building

- Establish and nurture relationships with primary schools, secondary schools, third-level institutions, and youth organisations across Portlaoise, Abbeyleix, Stradbally, and Athy.
- Design and deliver financial literacy workshops and awareness campaigns on budgeting, savings, and responsible borrowing.
- Create meaningful engagement touchpoints that communicate the value of ethical banking and credit union membership to young people.
- Act as the authentic voice and advocate for youth perspectives within our organisation.

Strategic Insights & Influence

- Conduct active listening sessions and gather qualitative and quantitative feedback on young people's financial needs and expectations.
- Synthesise market intelligence into clear, data-informed strategic recommendations.
- Present findings and recommendations directly to our Board of Directors and Management Team, influencing decisions on new services and product development.
- Track engagement metrics and demonstrate impact through reporting and analysis.

First-Mover Advantage

- Design innovative engagement models and pilot new approaches to youth outreach.
- Establish best practices in youth financial engagement that position People First Credit Union as a sector leader
- Build a scalable framework for sustainable youth involvement in our strategic planning.

About People First Credit Union

People First Credit Union is a community-owned, ethical financial institution serving over €166 million in assets across four offices in Laois and Kildare. We provide a full range of services—Current Accounts, Mortgages, Savings, and Loans—to a growing membership base spanning 27 schools and surrounding communities.

Youth engagement is central to our strategic direction. We recognise that empowering young people with financial confidence and ethical banking knowledge is essential to building a sustainable, inclusive financial future for our communities.

What We're Looking For

Qualifications & Experience

- Third-level qualification in Business, Communications, Youth Work, Social Sciences, or a related field.
- Proven experience in community engagement, youth development, youth advocacy, or market research.
- Demonstrated ability to design and deliver engaging programmes or initiatives.
- Track record of translating stakeholder feedback into actionable insights.

Key Competencies

- Exceptional interpersonal and rapport-building skills with young adults and diverse audiences.
- Confident, articulate communicator—able to present complex ideas clearly to senior leadership.
- Strong analytical mindset; ability to synthesise qualitative feedback into strategic recommendations.
- Project management and organisational skills; comfortable working independently and collaboratively.
- Cultural awareness and sensitivity to diverse perspectives and backgrounds.
- Enthusiasm for innovation and the credit union movement.

Essential Requirements

- Valid driving licence and access to personal transport for travel across the common bond area.
- Flexibility to work occasional evening or weekend events (as required for youth engagement activities).
- Willingness to contribute to a collaborative, mission-driven organisational culture.

Reporting & Collaboration

Reports to: Chief Executive Officer

Key collaborators: Board of Directors, Management Team, Schools & Youth Organisations, Marketing & Communications.

Why Join People First Credit Union?

- Impact-Driven Role — Shape the strategic direction of People First Credit Union community and influence real change in youth financial inclusion.
- First-Mover Advantage — Build a pioneering youth engagement model and establish yourself as a leader in the sector.
- Ethical Organisation — Work for a community-owned, values-driven financial institution focused on genuine member benefit.
- Career Development — High-visibility role reporting directly to members of the Executive Team; opportunity to expand your influence and expertise.
- Flexible Working — Arrangements tailored to suit role requirements and life circumstances.

Contract Details

- Type: Permanent, Full-Time
- Hours: Monday–Friday (flexible arrangements available by agreement)
- Location: Multi-site (Portlaoise, Abbeyleix, Stradbally, Athy); flexible working by arrangement

Start Date: To be confirmed.

Salary & Benefits

Salary Range: €40,000–€48,000 (Dependent on Experience)

Competitive benefits package to be confirmed.

How to Apply

- Submit the following to sean.dunne@peoplefirstcu.ie by 27th February 2026.
- CV — including relevant experience, qualifications, and contact references.
- Cover Letter — (500–750 words) outlining:

Your passion for youth advocacy and financial inclusion

- Specific examples of community engagement or youth work experience.
- Your approach to understanding young people's financial needs and translating insights into strategy.
- Why you are drawn to this role and People First Credit Union's mission.

People First Credit Union is an Equal Opportunities Employer - We welcome applications from all suitably qualified candidates and are committed to fostering a diverse and inclusive workplace.

Questions? Contact Sean Dunne, Chief Executive Officer, at sean.dunne@peoplefirstcu.ie