

Job Description

JOB TITLE: BUSINESS DEVELOPMENT OFFICER	SALARY: £31,542 - £35,502
REPORTS TO: BUSINESS DEVELOPMENT MANAGER	APPLICATION DEADLINE: FRIDAY 18TH OCTOBER
AN OVERVIEW OF THE ROLE	
<p>This role sits within the Business Development Team and works closely with the Marketing Team. As a Business Development Officer, you are directly responsible for the growth of the Credit Union through a membership led contact strategy. Relationship management will be a core focus of the role with success being measured through lead generation and meeting targets set by the Board of Directors. This is a key role to support the Credit Union's growth strategy and focus on developing and improving the business.</p> <p>You will be tasked with developing the Credit Union both externally and internally through membership growth and innovative problem solving with focus on member experience. You will be expected to generate new contacts and creating ambassadors who can assist in the promotion of the Credit Union in line with the contact strategy, to achieving the strategic growth plans. You will be responsible for building awareness of the Credit Union and its services across the common bond using multiple marketing channels, as well as through stakeholders.</p>	
KEY RESPONSIBILITIES	
<ol style="list-style-type: none"> 1. Grow the Credit Union's membership base through developing and sustaining solid relationships with company stakeholders and work effectively with decision makers of all ranking and seniority. 2. Generate leads for prospective force presentations and events to maintain a presence within individual forces, ensuring the Credit Unions products are being championed. 3. Have a great understanding of the Credit Unions products and services and be able to advise others about them and discuss/plan internal promotional activity within the marketing team to generate results. 4. Research and identify new business opportunities - including new markets, growth areas, trends, partnerships, products and services, or new ways of reaching existing markets. 5. Ensure strong relationship management to ensure long term sustainable relationships within forces to support the longevity of the Credit Union and reduce the risk of competition. 6. Recognize areas of opportunity within the business to enhance efficiency and improve member experience. Liaise with different internal departments to successfully implement changes and monitor results. 7. Organise your diary and travel commitments effectively and take responsibility for the wider Marketing Team calendar, utilizing Marketing Officers where necessary to assist with brand awareness. 8. Embrace and promote new products and services that are launched by the Credit Union and effectively communicate them to stakeholders and members. 	

9. Support the marketing plan by assisting Marketing Officers when needed, helping to coordinate marketing campaigns. This includes all areas of marketing to ensure the marketing initiatives are completed in a timely manner through teamwork and collaboration.

10. Any other additional task deemed appropriate by a line manager.

KNOWLEDGE, SKILLS, AND EXPERIENCE REQUIRED FOR SATISFACTORY PERFORMANCE IN THE JOB

Professionalism

Represent the Credit Union in a positive way

When attending events and engaging with stakeholders, you must always uphold professionalism. It is your job to act as a relationship manager and build strong successful business relationships through a professional manner.

Flexibility

Happy to adapt, based on the needs of the business

You must be happy to travel regularly, and occasionally, and sometimes at short notice. Members of the Business Development Team must work with the wider organisation to assist in strategic changes when required, new product development and problem solving.

Teamwork

Understands the importance of effectively supporting, and relying upon, fellow teammates

You will need to work well within the team, offering one another support and give constructive feedback for all to continuously improve. This is to support the marketing team alongside your business development peers.

Innovative

Uses imagination and creative thinking to achieve great results and improve services

You will be required to offer creative input on tasks, giving ideas for various business development initiatives to aid the growth and development of the Credit Union.

Self-motivated

Be a self-starter, independent and enthusiastic when managing workload

You will be required to manage your time, calendar, and events. You will need to ensure marketing activities are completed to a high standard.

Focussed on results

Takes personal responsibility for making things happen and achieving required results

The Marketing Team is responsible for achieving membership and lending targets and you will be required to help work to achieve these targets each month.

Communication

Shares information with others in a professional, clear, and friendly manner

Successful candidates will be expected to effectively communicate to a range of stakeholders are varying seniority, adapting your own communication style to match the audience needs.

Strategic perspective

Acts in a tactical manner based on the needs of the organisation and knowledge of the industry

You will need to act in the best interest of the organisation, rather than just own area or department. You will need to understand policies and procedures and be responsible for abiding by them.