

# Business Development Manager –Sheffield Credit Union.

## JOB DESCRIPTION & PERSON SPECIFICATION

35 hours per week – worked flexibly but core hours will be from 9.00am to 5.00pm Monday to Friday.

Starting salary from £33,500 but dependant on experience.

We are looking for a Business Development Manager who will build relationships with major employers and businesses within the Sheffield City Region to encourage take-up of Sheffield Credit Union`s membership scheme with all its benefits.

### **Primary responsibilities are:**

- Create and maintain plans that will help meet the needs of our 3<sup>rd</sup> party partners and community groups.
- Build long-term relationships with clients, community partners and people of influence within the common bond.
- Notify the operational team of new sales and cross-selling opportunities.
- Become familiar with the competition both locally and within the financial marketplace.
- Help promote and maintain a positive company image. Actively promoting Sheffield Credit Union services both on a 121 basis as well as to larger groups, businesses, and community leaders and decision makers
- Arrange promotional activity where appropriate both B2B and B2C to potential members
- Provide support for community influencers promoting SCU directly to their local community

### **Key responsibilities**

- Develop and maintain robust relationships with organisations and local groups within the Sheffield Credit Union common bond and work collaboratively with them to promote and endorse SCU to their services users, customers, and employees.
- Provide input into developing new savings and loan products that are attractive to individuals, organisations, or businesses, meeting current market demand whilst being sustainable and affordable to SCU.
- Provide input into the development of marketing and promotional plans, ensuring appropriate materials are available for distribution to groups or to support static promotion of SCU in exhibitions, displays, community forums, etc.
- Ensure SCU representation at any suitable event where there is a potential to increase membership or build business relationships.
- Ensure all ad hoc media/social media opportunities are taken.
- Assist with data management and updating records to ensure all opportunities and contact details are captured and regularly reported

### **Key relationships:**

- CEO, as main spokesperson for the credit union, ultimate compliance sign-off and line manager
- You will work closely with the SMT and Marketing Specialist on products and services, providing information to guide direction as well as arranging face to face support within the community.

- Colleagues across the business to ensure that all actions and agreements remain compliant and in line with area policy

### **Essential Qualities.**

An ambition for growing the membership of Sheffield Credit Union.

Commercially minded.

Good organisational skills are key with experience of managing large amounts of data being essential

Excellent communication skills, including presenting at a senior level

Several years' experience in developing relationships up to and including decision makers at board level and persons of influence.

Experience of working within a regulated environment (preferably Financial Services)

Strong experience of managing social media output, media relationships and lead generation

A strong commitment to the co-operative approach

Great knowledge of and passion for our communities

Proven record of maintaining pipeline of potential strategic contacts

### **Desirable (you MAY have these)**

B2B/B2C sales management experience

Credit Union experience

Understanding of issues concerning the financially excluded

Understanding of local charity and government support in place for low income families

### Qualifications

Educated to degree standard in a relevant subject to the role.

Clean driving licence.

### Technical skills

Must be an experienced user of Microsoft packages.

Creative and design skills for marketing purposes.

Presentation expertise.