

Job Description

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| Role Title | Business Development Officer | Grade | 3 |
| Reports To | Business Development Manager | | |
| Key Focus & Role Purpose | To support the implementation of Serve and Protect Credit Union's Business Development and Marketing Plan. | | |

Key Activities

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| Role Specific | <ul style="list-style-type: none"> To support growth in membership and loans across the Credit Union's potential membership. To initiate, manage, maintain and develop relationships with key stakeholders. To proactively book and attend promotional events to promote the Credit Union and identify business development opportunities. To identify and action new business opportunities. To attend relevant events/conferences within the Credit Union sector. To support the marketing team with various marketing strategies. To monitor industry trends and competitor activities. |
| Management & Planning | <ul style="list-style-type: none"> To provide weekly reports on progress regarding KPIs related to membership and loan growth. To support budget control on Business Development and Marketing activity. |
| Service Delivery | <ul style="list-style-type: none"> To help identify a list of industry related accreditations and awards available and associated deadlines. To support the Business Development Manager in developing new products and services for the membership. |
| Compliance | <ul style="list-style-type: none"> To maintain up to date knowledge of all credit union products and services. To comply with data protection legislation and to maintain strict confidentiality and security in dealing with all information relating to the Credit Union and its members, in accordance with policies and procedures. To work to the policies and procedures including relevant legislation and guidelines set down by the Credit Union, the Financial Conduct Authority, the Prudential Regulation Authority, the Financial Ombudsman Service, the Information Commissioner's Office and any other standards as instructed in the course of your duties. |
| Other Duties | To undertake such other duties and responsibilities as are commensurate with the post and as may be required to meet business needs. |

Key Knowledge, Skills, and Experience

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| Essential | <ul style="list-style-type: none"> Strong initiative and driven by change and a constant need to improve A target focused mind-set and confident in own ability to deliver Excellent communication skills and confident with public speaking Excellent IT skills Proven Business Development & Marketing Experience |
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| | <ul style="list-style-type: none"> • Mobile and able to travel |
| Desirable | <ul style="list-style-type: none"> • Business or Marketing Degree (or relevant qualification and or experience) • Experience and understanding of Credit Unions or other financial institutions • Experience and understanding of Credit Unions membership base |

Credit Union Values

Serve and Protect Credit Union expects all its employees to embrace the principle of living the values. This means that you are able to understand the purpose of the credit union, what it aims to achieve, and you ensure the behaviours you demonstrate reflect this culture.

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| Service Excellence | The Credit Union exists to improve the financial resilience of those who serve and protect. We recognise the important role our members play within society and the day-to-day challenges they face while protecting our nation. We are passionate about helping our members prepare for their financial future – so they are ready to respond to any financial challenges they face throughout their career. Committed to the principle of people helping people, we are one family, in which our members save in order to help fellow members borrow. We pride ourselves on being a responsible lender they turn to in times of financial need – allowing them to focus on protecting the nation to the very best of their ability. Every member matters. We strive to develop a 'one-team' organisational culture whereby service excellence is the focus of everything we do - establishing clear values and behaviours which help support the continual growth and long-term sustainability of the Credit Union. |
| Reliable | We do what we say we will do and if we get something wrong, we say sorry and put it right. We are here for our members and committed to meeting their needs. We are honest about what we can do and give a straight answer if we can't help. |
| Respectful | We appreciate our members and colleagues and value them for their service and the unique contributions they make to the Credit Union. We welcome and celebrate difference. |
| People-Centric | People are at the heart of everything we do. Meeting our members' needs is our top priority and we treat them as individuals. We invest in our team so they can provide exceptional services to our members and fulfil their potential. |
| Passionate | We love the Credit Union and the impact it makes on the lives of its members. We put that passion to work by going above and beyond to exceed our members' and colleagues' expectations. We are always working to improve our services and embrace new ideas and ways of working. |