

## Business Development Officer

### Job Description

<b>Position:</b>	<b>Business Development Officer</b>
<b>Reporting to:</b>	<b>Business Development Manager</b>
<b>Date:</b>	<b>March 2018</b>
<b>Salary Scale:</b>	<b>Band 3</b>
<b>Personal Attributes:</b>	<p>You show plenty of initiative and are driven by change and a constant need to improve</p> <p>You have a target focused mind-set and are confident in your own ability to meet them</p> <p>You have excellent communication skills and confident with public speaking</p> <p>You have excellent IT skills</p>
<b>Purpose:</b>	<p>Reporting to the Business Development Manager, you will work closely to help implement the organisations Business Development &amp; Marketing Plan</p> <p>Increase membership and loan growth within the Credit Unions current core target markets - the Police, Armed Forces and Prison Officers</p> <p>To deliver the above you will support various inbound and outbound marketing and communication strategies – with a focus on digital, brand and product development</p> <p>You will be required to proactively book and attend promotional events predominantly within your region, however, there may be requirements to travel UK wide</p>
<b>Key Responsibilities:</b>	<p><b>Business Development</b></p> <ul style="list-style-type: none"> <li>- To increase membership and loan growth within the Credit Unions current core target markets - the Police, Armed Forces and Prison Officers</li> <li>- Proactively seek new business opportunities in the market</li> <li>- To attend relevant events/conferences within the Credit Union sector</li> <li>- Stay up to date with new products/services</li> </ul> <p><b>Brand &amp; Product Development</b></p> <ul style="list-style-type: none"> <li>- Work alongside the Business Development Manager to develop new products and services for the membership</li> <li>- Liaise with marketing agencies and 3<sup>rd</sup> party suppliers to develop and review literature, signage and other promotional materials</li> <li>- Monitor industry trends and competitor activities</li> </ul> <p><b>Stakeholder Management</b></p> <ul style="list-style-type: none"> <li>- Build and develop relationships with key stakeholders</li> <li>- Set up and attend meetings or calls between existing and prospective stakeholders and provide feedback to Senior Management</li> </ul> <p><b>Marketing &amp; Communications</b></p> <ul style="list-style-type: none"> <li>- To support the Marketing &amp; Business Development Officer to implement a range of inbound and outbound marketing strategies</li> <li>- Develop member case studies and testimonials</li> </ul>

	<p><b>Reporting &amp; Budget Control</b></p> <ul style="list-style-type: none"> <li>- Provide weekly reports to the Business Development Manager on progress regarding KPIs related to membership and loan growth</li> <li>- To ensure all Business Development and Marketing Activity remains within the allocated budget</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>- To help identify a list of industry related accreditations and awards available and associated deadlines</li> <li>- Assist with training new members of staff within the team</li> <li>- Comply with data protection legislation and to maintain strict confidentiality and security in dealing with all information relating to PCU and its members, in accordance with PCU’s policies and procedures</li> <li>- To work to the policies and procedures including relevant legislation and guidelines set down by PCU, the Financial Conduct Authority, TCF principles, the Consumer Credit Trade Association the Financial Ombudsman Service &amp; the Data Protection Act 1998 and any other appropriate service standards</li> <li>- Ensuring you have a working knowledge of internal policies and procedures and keep updated with policies and where relevant external practices</li> <li>- Any other duties that may reasonably be requested by the Business Development Manager and Senior Management team</li> </ul>
<p><b>Qualifications &amp; Experience:</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>- Proven Business Development &amp; Marketing Experience</li> <li>- Experience Digital Marketing Techniques</li> <li>- Hold a full UK Driving Licence</li> <li>- Business or Marketing Degree (or relevant qualification)</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>- Experience and understanding of Credit Unions or other financial institutions</li> <li>- Experience and understanding of the Police, Armed Forces and Prison Officers market</li> </ul>