



Job Description

Business Development Specialist

Department:	Marketing	Level:	TBD
Location:	Summerwood Branch	Status:	Full-Time
Reports To:	VP, Marketing & Business Dev.	Classification:	Non-Exempt
Supervises:	N/A	Effective Date:	5/2018

Job Summary:

The Business Development Specialist position will serve as a member to the credit unions marketing team. This position requires a friendly outgoing individual capable of practicing continuous professional etiquette both internally and externally. The position is comprised of a variety of marketing and business development responsibilities which require strong communication and presentation skills as well as the ability to foster relationships with clients, prospective clients, community members and credit union peers.

Job Responsibility:

- Contribute to the creation of marketing initiatives, campaigns and promotions.
- Assist with the development and delivery of marketing and training programs to credit union staff.
- Design and execute various marketing projects.
- Coordinate and attend credit union related events.
- Act as an administrator to the employee volunteerism program.
- Order, track, maintain and distribute the credit union's information and promotional inventory.
- Manage and maintain all historical documentation.
- Ability to create, write and edit marketing copy.
- Coordinate, host and attend various community and SEG relation events throughout the year.
- Become involved in events and organizations that maximize the Credit Union's presence in the community.
- Capture new corporate partnerships while nurturing existing business relationships.
- Attend trade shows and public relations events on behalf of the Credit Union.
- Develop and execute on-site presentations and client workshops to promote Credit Union membership and financial education.
- Maintain detailed documentation of all business development and credit union events and partnerships.
- Maintain a high level of confidentiality while exercising independent judgement and analysis.
- Any additional duties as assigned.

Basic Job Requirements:

- Capable of Attending Evening and Weekend Events
- Actively Uphold and Convey United Community's Professional Reputation
- Keep a Clean and Organized Work Space
- Possess a Continuous Outgoing, Friendly Personality
- Maintain Strong Writing, Presentation and Communication Skills
- Display Firm Punctuality
- Exhibit Excellent Member Service Skills
- Promote and Ensure the Mission and Vision of United Community is Practiced by all Employees



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Minimum Job Qualifications:

- High School Diploma or GED. Degree in Marketing, Communication, or Business Administration Strongly Preferred
- Software Proficiency in Windows, Microsoft Suite
- Demonstrate Professional Etiquette and Neatness in Appearance
- Prior Sales Experiences Recommended

Essential Job Demands:

Physical Requirements: While performing the essential duties of the position, the employee would be regularly required to stand, sit, walk, stoop, kneel, talk, and hear. Vision requirements include close vision and the ability to focus. The nature of this position requires physical mobility and the ability to occasionally lift and/or move a maximum of 30 pounds.

Working Conditions: Work is performed indoors with some potential for exposure to safety and health hazards related to electronics work. Will require travel between branches and community events. There is exposure to potential hazardous conditions such as robbery. Employees are to receive detailed instructions and procedures to follow in order to minimize risk.

In accordance with the American with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

This job description is not a complete statement of all duties and responsibilities comprising this position. Job descriptions are not intended and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

Employee Printed Name

Date

Employee Signature