

Chicago Municipal Employees Credit Union
Job Description

Title: Business Development Specialist	Reports To: CEO
Member Relations Coordinator	Supervises: N/A
Department: Operations	FLSA: Non-Exempt
Date: January 2018	

Job Summary: A sales position with a primary focus on sales development and relationship building through the promotion of deposits, loans, fee-based services and the retention of members. Responsible for selling a full range of banking products and services to meet existing and prospective members' needs, while providing specialized care and service to existing and prospective credit union members. Utilize and promote the consultative sales and service process, using the prescribed tools and interacting with the staff for referral activity.

Develop a strategic plan for development of new business/memberships and provide tactical steps for implementation. Manage the day-to-day business development functions of the credit union. Cultivate new, and maintain existing, relationships for all facets of corporate sponsorship, auto dealers, realtors, etc. Giving frequently presentations and approach possible new group's. Serves as liaison between members and the credit union. Responsible for opening new accounts (primary shares, sub shares, IRA's ATMs, credit cards, and loan processing/closings). Serves as primary contact for member inquiries. Actively and effectively promote products and services. Promote the CU image/brand.

Essential Duties/Functions:

- ❖ Develop an annual strategic marketing plan and present it to Management for approval
- ❖ Monitor the workflow of the department against goals and targets for new business development; consistently achieve and exceed monthly membership and loan goals
- ❖ Monitor the budget for new business development to remain on track with projected expenses
- ❖ Create target sales of all loan products also process credit cards requests and order cards. Perform routine transactions related to opening accounts, process, close and disburse loans
- ❖ Represents the Credit Union to the members in a courteous and professional manner and provide prompt, efficient and accurate service in the processing of transactions. Assist members in selecting the products and services that best meet their needs and goals
- ❖ Provide direction and monthly goals for customer contact areas
- ❖ Mentor, coach, and train front-line employees on how to deal professionally and effectively with members, SEGs, and other contacts in consistently cross-selling credit union products and services, increase product penetration levels, meet product penetration goals via internal sales and target market mailings
- ❖ Research the demographics of the area in which the credit union operates and determine population groups served by the credit union. Develop contact lists of potential new SEGs or members to reflect research
- ❖ Contact prospective members, SEGs, auto dealers, brokers, businesses, etc. to present information on products and services of the credit union
- ❖ Serve as the primary liaison and contact for the credit union's existing SEGs and maintain all facets of the relationship. This will include formal presentations at SEGs to introduce the credit union to their employees and coordinating open enrollment meetings
- ❖ Be a visible presence and supporter in the local communities and promote the credit union through visible participation in business, community, and charitable organizations and activities
- ❖ Respond to members' requests, problems, and complaints, and/or coordinate problem resolution through cooperative relationship with product specialist
- ❖ Adhere to and remain abreast of all regulations governing banking, savings and lending
- ❖ Maintain a working knowledge of credit union history, philosophy, policies and procedures

- ❖ Float to other branches to cover and assist when staffing levels necessitate or need assistant with business development
- ❖ Other duties as assigned to accomplish the goals and objectives of the Management

Competencies:

To perform the job successfully, an individual should demonstrate the following competencies:

Sales

The Business Development Specialist has a strong understanding of the Credit Union's products and services and is accountable for delivering guidance by effectively matching customer's needs with both service transactions as well as through needs assessment and sales. Executing a business development plan, will build new and maintain existing customer relationships, resulting in outcomes that define excellence in the customer service experience.

Customer Service

Individual demonstrates a positive and helpful attitude toward members (internal and external), understands their importance to CMECU and understands how his/her job affects members; establishes and maintains good relationships through interactions or work completed; projects a positive and professional image of CMECU.

Communication

Individual must possess excellent written and oral communication skills. Be able to write clearly and concisely, using proper grammar, spelling and punctuation. Be able to express self in speech; Be able to give power point presentations, speak to small or medium size groups, be able to address concerns or problems in an open, non-defensive manner while conveying self-confidence and knowledge of subject in speaking to members.

Job Knowledge

Individual possesses and demonstrates the technical ability to perform required duties, is practical in applying knowledge to assignments, and maintains expertise by keeping current with new developments, policies and procedures.

Problem Solving

The ability to define and offer solutions to resolve problems. Uses knowledge of the organization to identify helpful resources. Attention to detail at the level at which tasks are performed carefully, accurately and in accordance with policy and procedures.

Qualifications: Bachelor's degree in Business and work experience for at least 3-5 years in business development and sales setting with positive results. Familiarity with opening new savings accounts and loan origination, processing and closing is a plus. Strong interpersonal, customer service, business development and sales skills required to provide high standard of service. Knowledge of Microsoft office is required.

The responsibilities outlined in this document serve as a general description of the job function. It is not exhaustive in expectations or qualifications and should not be interpreted as such. Further, this document is not to be interpreted as a contract or guarantee of employment.
