

Job Description

JOB TITLE: BUSINESS DEVELOPMENT OFFICER	SALARY: £30,000 - £35,000 (DEPENDANT ON KNOWLEDGE, SKILLS AND APTITUDE)
REPORTS TO: CHIEF MARKETING OFFICER (CMO)	DATE: 26/05/22

JOB PURPOSE (ONE STATEMENT EXPLAINING THE JOB'S OVERALL PURPOSE)

The Business Development Officer is responsible for driving business growth by building and maintaining strong relationships with new and existing payroll partners. The job holder will help deliver the Marketing Strategy to both grow the membership and increase activity amongst current members, whilst ensuring all areas of the Strategy are delivered to a high standard. You will be expected to be a team player but also self-motivated and confident to suggest new ideas or improvements.

KEY RESPONSIBILITIES

1. Building and maintaining strong relationships with existing payroll partners, meeting them in person as appropriate and provide regular comprehensive product/service reviews.
2. Promoting credit union membership, savings & loans to payroll partner employees to increase uptake.
3. Liaise with payroll partners to arrange & deliver pre well-being events to raise awareness of products and services and to subsequently increase membership and lending.
4. Build and maintain strong relationships with local work-place volunteers - our Ambassadors.
5. Researching businesses, individuals and sector trends to identify potential new clients and markets and ways to serve existing clients better.
6. Pursuing new business and payroll opportunities including contacting potential new clients to gauge interest and plan meetings.
7. Prepare and deliver sales pitches to and negotiating business terms with potential payroll partners including developing a Service Level Agreement with new and existing partners.
8. Meeting sales/revenue targets to deliver business growth.
9. Promote the Penny Post Group at every opportunity and raise its profile across the membership common bond.
10. Be a team player and a key part of the Marketing and Business Development Team.
11. Work closely with the CMO to deliver the Marketing Strategy.
12. Represent Penny Post at promotional events, exhibitions, and networking opportunities including conferences and industry events.
13. Resolving issues efficiently and in a timely manner.
14. To assist with and provide support to other projects and activities as and when required.
15. To keep accurate, up to date records and ensure all administration is complete and up to date.
16. Maintain and develop own skills, knowledge and aptitudes as well as keep up to date with regulatory standards and changes

KNOWLEDGE, SKILLS AND APTITUDE REQUIRED FOR SATISFACTORY PERFORMANCE IN THE JOB

You will need:

- Skills and knowledge in business development, relationship or account management, or a similar role.
- Ability to build and maintain strong client and business relationships.
- Excellent communication and interpersonal skills and be able to communicate effectively in writing, by 'phone and face-to-face.
- Good conflict resolution and problem-solving skills.
- To work independently and as part of a team, to set priorities, to work under pressure and meet deadlines.
- Excellent IT skills including proficiency in Microsoft Office and CRM software.
- To be flexible and undertake additional activities as required.

In addition, we expect you will:

- Attend training programmes and workshops as required.
- Keep your knowledge of our policies and procedures up to date, and work accordingly.
- Maintain a deep knowledge of the Penny Post Group's products and services.
- Deal calmly and professionally in stressful situations and ask for help where appropriate.
- Attend and contribute to meetings as required.

While it's not essential, it would help if you:

- Understand the role of credit unions and empathise with their values.
- Have some understanding and appreciation of financial services, social enterprise or community work. But if you don't, we'll be offering you training to fill the gaps.

The successful candidate should have the following:

- Minimum of 5 GCSE's Grade C or above, including English
- Ideally a degree in management, marketing, business or a similar field, or at least 3 years in a similar role
- Excellent attention to detail, with exceptional time, planning and management skills.
- The desire to provide outstanding services to members
- A willingness to learn
- Holding a full UK driving licence with less than 7 penalty points and prepared to use their private vehicle for essential business travel and claim back mileage.

PHYSICAL CONDITIONS:

The post holder will be working from home. Travelling to and working from payroll partner offices and depots throughout the UK common bond will also be required, plus occasional visits to the PPCU offices at Wolverhampton and Manchester. A number of overnight stays may apply.

The Penny Post Group operates a non-smoking policy.

SOCIAL CONDITIONS:

35 hours per week, during normal office hours which are 08:45am – 4:15pm Monday to Friday. Flexibility will be required at the post holder will need to travel across the UK to visit Payroll Partners and attend Roadshows. Attendance at evening meetings, training events and conferences (some held at weekends) may be required on occasion.

PROSPECTS:

Penny Post Credit Union Ltd has a positive commitment to the learning and development of employees in all areas of its activities.

Similarly, employees are also expected to adopt a positive attitude to any learning provided and also to their own personal development.

SPECIAL CONDITIONS:

Penny Post Credit Union Ltd is covered by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 and any applicant is obliged to disclose ALL convictions and cautions, no matter how long ago they occurred and regardless of whether the offences were committed as an adult or a juvenile.

Job Description Prepared/Reviewed by:	CMO	Date: 26/5/2022
Job Description Approved by:	CEO	Date: 01/06/2022