



DOWNEY FEDERAL CREDIT UNION

JOB DESCRIPTION / PROCEDURE

POSITION: BUSINESS DEVELOPMENT SPECIALIST
SUPERVISOR: VP OF MARKETING

STARTING SALARY: Base Salary + Commission

This sales position has a base salary, with a commission program paid out monthly, if a minimum monthly sales amount is met.

SUMMARY OF POSITION:

Responsible for sales and development of new member business, and providing tactical steps for plan implementation. Cultivates new, and maintains existing, relationships for all facets of development. Represents the Credit Union before employee groups, potential members, and other growth opportunities. Works hand-in-hand with other Marketing, Communications, Operations, and Business Development staff in the promotion of the Credit Union, and our products.

DUTIES & RESPONSIBILITIES

- Meets/exceeds sales goals; monitors the workflow of the department against goals and targets for new business development.
- Contacts prospective members, new employer groups and businesses with the goal of acquiring new members/new accounts and loans.
- Makes formal and casual presentations at businesses and community functions, to introduce the Credit Union's products.
- Promotes the Credit Union through visible participation in schools, businesses, the community, and charitable organizations and activities; capable of seeking out local networking events.
- Responsible for establishing and maintaining consistent contact with eligible employee groups.
- Works with VP of Marketing to strategize for sales penetration and acquiring new members.
- Coordinates marketing, promotions and events for the Credit Union, with groups in the Community to include but not limited to: Schools, Chambers of Commerce, City Governments, local charities and non-profits, small businesses, the medical entities, etc. Active memberships in community related groups deemed necessary.
- Performs various other sales and support functions, and other projects as assigned by VP.
- Establish relationships with auto dealerships and set up a merchant referral program in order to build a sales/loan pipeline.

SPECIALIZED SKILLS REQUIRED

- Two or more years of successful commission-based sales – able to identify individual or group prospects for further follow-up.
- Has knowledge and experience working with banking and loan products – **must** be capable of becoming fluent on all of DFCU's products and services
- Superior public speaking skills essential for presentations to small groups, large audiences, businesses, and community groups.
- Must be able to meet tight deadlines, and often requires the juggling of multiple projects, events,



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promotions and tasks.

- Ability to work both independently and with various departments on particular projects; highly motivated individual that can thrive in a team concept.
- Excellent interpersonal skills; ability to effectively communicate and interact with the public – projects a professional image at all times.
- Proficient computer skills, specifically with Word, Excel, Outlook and PowerPoint.

MARKETING RELATED

- Assists in the direction, development, and production of promotions and printed materials needed for current and prospective member groups or events.
- Assists in the research and development of new products and services, based on the needs and feedback of the community at large.

QUALIFICATIONS

- Degree from an accredited university with at least 2 years of hands-on experience in Sales or Development, preferably from a banking institution/credit union (Relevant work experience may be considered/substituted for college degree.)
- Ability to be bonded.
- Knowledgeable in sales and marketing principles and techniques.
- Spanish speaking and writing skills highly preferred.

WORK ENVIRONMENT

The work environment is deadline-oriented, and often requires working on multiple projects and tasks. The employee works both independently and with various departments on particular projects.

Employee's time is spent in the field/community developing & acquiring new business, maintaining relationships (60%), with the rest of the time (40%) spent planning/preparing for presentations and events, following up with members and potential members/following up on referrals, collaborating with team members, and researching leads for new business.

OTHER

Required job duties include walking, standing (sometimes for long periods of time), and lifting and/or carrying up to 40 lbs.

Must have a reliable mode of transportation to be able to perform job functions and haul materials needed for events; must have a valid California Driver's License.

Job requires appropriate attire at events, i.e., business suits/attire for formal presentations and business events; Credit Union logo wear; formal attire for formal galas, etc.

Please email all resumes to Tyrone Conde: tconde@downeyfcu.org