



## Business Development Manager

### Job Description

<b>Title:</b>	<b>Business Development Manager</b>
<b>Date:</b>	August 2018
<b>Reporting to:</b>	CEO
<b>People Responsibility:</b>	Business Development / Marketing team
<b>Personal Attributes:</b>	<p>You are our opportunist, the one who seeks out new possibilities and explores options which will help drive our business forward.</p> <p>You easily establish and build great relationships with our stakeholders. You have drive, energy and determination to get the Plane Saver products and services out to as many people as possible.</p> <p>You are a champion for the business, an advocate for our products and services. You are creative in your approach and demonstrate tenacity in getting in front of the right people.</p> <p>You are professional and a great representative for the business. You demonstrate great verbal and written communication skills along with a confident and engaging presentation style.</p> <p>You are a self-starter and whilst being collaborative, you need minimal direction from others. You proactively source new payroll partners as well as ensuring that we are maximising our existing relationships and membership reach.</p> <p>You are flexible in your approach to accommodate client and business needs.</p> <p>A full UK driving licence is require for this role and access to a vehicle is desirable.</p>
<b>Key responsibilities:</b>	<ul style="list-style-type: none"> <li>• Lead Business generation</li> <li>• Generate and develop interest from new payroll partners to maximise the potential of our extensive common bond</li> <li>• Develop and maintain long term partnership with key decision makers (new and old).</li> <li>• Promote the concept of financial well being to employees of potential and new partners</li> <li>• Consider the role of strategic partnerships in providing services to our membership as well as generating additional income for the business</li> <li>• Deliver presentation, training and briefing sessions to all stakeholders, within and outside the organisation</li> <li>• Work with COO to ensure smooth transition and on-boarding plans are in place for all new partnerships</li> </ul>

	<ul style="list-style-type: none"> <li>• Work with Marketing, Lending and Customer Service teams to share knowledge and ensure that all areas of the business are supporting the development and onboarding of new payroll partners or services</li> <li>• Support the CEO and COO to define and drive the growth strategy</li> <li>• Appropriately network within and outside the CU sectors to gain knowledge and raise the profile of PSCU.</li> <li>• Review and agree SLA, contracts and agreements in relation to business development and partnership work</li> <li>• Provide invaluable insight and feedback to the business about how well our products and services are received, along with information on how we could shape our products and services</li> <li>• Produce monthly reports for the CEO/COO and Board</li> <li>• Oversee the development and execution of Marketing Strategy to ensure it meets the needs of the business, members and PSCU's growth ambitions</li> <li>• Utilise findings from customer feedback and market development to inform the business and design related strategies to meet the growth ambitions of the business</li> <li>• Understand and work within the related regulatory framework</li> <li>• Stay abreast of market and sector developments and carry out analysis using recognised business models to determine business requirements</li> <li>• Manage and update Stakeholder database and consider implementing CRM process/system</li> </ul>
<b>Qualifications:</b>	Desirable: <ul style="list-style-type: none"> <li>• Business degree or similar qualification</li> </ul>
<b>Experience:</b>	Essential: <ul style="list-style-type: none"> <li>• Experience of a proactive business development role</li> <li>• Experience of working in a Financial Services, Insurance, Retail or Credit Union sector</li> <li>• Experience of working with and exceeding targets set</li> </ul> Desirable: <ul style="list-style-type: none"> <li>• Engagement with MoD and Armed Forces</li> </ul>
<b>Knowledge:</b>	Essential: <ul style="list-style-type: none"> <li>• Knowledge of how to build and deliver a clear business development strategy</li> <li>• A clear understanding of the expectations of regulatory bodies in relation to marketing, lending and savings.</li> </ul> Desirable: <ul style="list-style-type: none"> <li>• Knowledge of the financial services sector, ideally Credit Unions.</li> </ul>
<b>Conduct Rules:</b>	Essential <ul style="list-style-type: none"> <li>• You must act with integrity</li> <li>• You must act with due skill, care and diligence</li> <li>• You must be open and cooperative with the FCA, the PRA and other regulators</li> </ul>

### Values and Competency Framework

Value	Competency	Level 1	Level 2	Level 3
Fairness	We delivery with Integrity		X	
	We are Ethical		X	
Being Responsible	We take Accountability		X	
Being Brave	We Positively Challenge		X	
	We Think Differently		X	
Service Excellence	We Communicate		X	
Working Together	We Learn		X	
	We are Supportive		X	