



Job Title: Business Development Manager
Reporting to: CEO
Job hours and term: 37 hours per week, 12-month fixed term contract initially
Salary: £30,000 – £38,000 depending on experience.

Role Summary

This post is to help grow our membership and loan business, with a particular focus on working with local employers to raise our profile in our local community. You will be a champion for our credit union with a passion to support our commitment to our members. You will have the determination to reach as many people as possible with Lewisham Plus's products and services.

About Lewisham Plus

Lewisham Plus Credit Union Limited (Lewisham Plus) was founded in 1992 to provide savings and loan products to our members. We have grown consistently and now serve c.15,000 adult and c.1,500 junior members. Our "common bond" means that anyone who lives or works in the London Boroughs of Lewisham or Bromley, or in the SE19 post code, can join.

Purpose of role

You will work to help us achieve our targets for further growth in our membership, savings and lending through relationships with local employers and engagement with our wider community. You will develop partnerships including those with businesses, our local Councils, housing associations, schools and charities to ensure membership growth, lending growth and grant fulfilment. You will raise our profile via a full range of available channels (email, online, phone & face to face) whilst adhering to regulatory/legislation requirements such as UK GDPR and our responsibility to deliver good outcomes for our members.

Main duties & responsibilities

- Undertake business development activities and proactively seek new business opportunities, working to meet our lending and membership targets.
- Work closely with our Employer Partners to ensure promotion of our Workplace Savings Scheme to their staff and provide site visits for member support, on-boarding and account management which will include travelling across our common bond area.
- Sign up new Employer Partners to offer our Workplace Savings Scheme, organise and manage successful launches of the scheme to their staff and manage these relationships on-going.
- Seek new or improved partnership opportunities with our local Councils, housing associations, schools and charities in the community.
- Take the lead on any local community initiatives to secure increased membership and represent Lewisham Plus at relevant events.
- Help develop and implement our marketing strategy, undertake relevant market research, prepare appropriate marketing materials, member communications and press releases, and write and disseminate appropriate social media posts.
- Own and distribute marketing materials as required, using a variety of forums and channels, to support the business development objectives.
- Together with our CEO, manage our marketing budget.
- Manage our programme for member feedback including annual member survey.

General

- You will undertake such other duties as may be reasonably required and will need to work effectively with others in order to make a positive contribution to the work of the credit union.
- You will keep under review your own training needs and attend training or other developmental activities from time to time as necessary and ensure that you are familiar with and observe the legal and regulatory framework within which we operate.
- You will understand and support the ethos of the credit union and ensure that your own behaviours reflect our culture and mission.



Lewisham + Bromley

Credit Union

INCORPORATING CROWNSAVERS

Flexibility Statement

This job description is only an outline of your main duties. You may be required to perform other duties from time to time in line with the jobholder’s experience and job role. We will review the job description periodically and at the time of your annual appraisal, to take into account changes and developments in service requirements. We will discuss any significant changes fully with you in advance of implementation.

Confidentiality

As an employee of Lewisham Plus, you will gain privileged knowledge and information of a highly confidential nature relating to existing and potential members and staff of the credit union, as well as commercially sensitive information in relation to partner organisations and other third parties. You will be required to sign our standard confidentiality agreement and to observe its terms, having regard to the credit union’s own legal and regulatory obligations. **Failure to comply with this requirement may constitute gross misconduct under the credit union’s Disciplinary Policy, which may lead to summary dismissal.**

Requirement	Essential	Desirable
Education	5 GCSE’s including English and Mathematics, relevant subjects, or equivalent	A-level or degree educated
Work Experience	2 years’ experience in sales or account management Experience of building and utilising networks	Experience of money management and advice Experience of marketing & sales promotion work
Knowledge & skills	Excellent communication and sales skills including building relationships. Literacy to the level to be able to deal with correspondence effectively & efficiently and creativity to write clear and effective marketing materials. Ability to work to timed targets. Competent in the use of computer software packages including Microsoft Word, Excel, Powerpoint & Outlook. Ability to work to deadlines and manage own workload. Accuracy and ability to check your own work.	Understanding issues of the sector. Understanding of social policies and issues relating to Financial Inclusion and able to communicate them Ability to learn quickly. Experience of design packages for marketing materials.
Disposition/ Attitude	Excellent communication skills for working with individuals and groups. Commitment to achieving targets. Able to demonstrate successful selling and presentation skills. Self-motivated and confident – a self-starter and able to work mostly on your own. Proactive approach to achieving targets. Commitment to providing excellent customer service and Equal Opportunities.	