



Vice President of Business Development, Credit Union Job Description

JOB INFORMATION

<i>Job Code:</i>	115079
<i>Job Title:</i>	Vice President of Business Development, Credit Union
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	May lead one or more employees performing similar work.
<i>Job Family:</i>	Credit Union
<i>Job Family Group:</i>	Accounting, Finance and Banking
<i>Management Level:</i>	4 Administrator

JOB SUMMARY

Develops and implements strategies to best serve clients, maximize revenue, and drive credit union growth. Researches and identifies potential business opportunities, establishes new accounts, and maintains existing accounts. Hires, trains, and supervises assigned staff. Establishes sales goals, metrics, and milestones. Develops, proposes, and implements strategic plans designed to meet the credit union's marketing objectives. Drives awareness of credit union products, services, and client education.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>	
X		Bachelor's degree	Marketing	Or
X		Bachelor's degree	Finance	Or
X		Bachelor's degree	Business Administration	Or
X		Bachelor's degree	in related field(s)	
	X	Master's degree	Marketing	Or
	X	Master's degree	Finance	Or
	X	Master's degree	Business Administration	Or
	X	Master's degree	in related field(s)	

Additional Education

Check here if experience may substitute for some of the above education.

Combined experience/education as substitute for minimum education

Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>	
X		10 years	experience in a financial institution working in business development, marketing, and/or sales.	
X		4 years	experience supervising and managing business development, marketing, and/or sales teams.	
	X	12 years	experience in a financial institution working in business development, marketing, and/or sales.	
	X	6 years	experience supervising and managing business development, marketing, and/or sales teams.	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Demonstrated ability to identify and acquire new business leads.
X		Excellent sales and service skills.
X		Ability to build, develop and manage diverse, high-performing teams, fostering an environment of trust, collaboration, transparency, and accountability.
X		Demonstrated interpersonal, organizational, critical thinking, problem-solving, and analytical skills.
X		Excellent written and oral communication skills, and an exemplary attention to detail.
X		Demonstrated ability to deftly handle time-sensitive matters, meet strict deadlines, and accomplish and sometimes confidential tasks.
X		Demonstrated experience with office management software/tools (e.g. Google suite, Excel, Skype).
	X	Extensive knowledge of credit union products and services.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Develops and implements comprehensive strategies to best serve clients, maximize revenue, and drive credit union growth. Researches and identifies business opportunities, both short- and long-term, that support the revenue objectives of the credit union; cultivates relationships with potential clients. Maintains consistent growth by continuously establishing new accounts and maintaining existing accounts. Directs marketing and sales planning, including analysis of competitive products/services and selling techniques.				
Hires, trains, and supervises assigned staff. Evaluates staff performance, providing feedback as required. Approves, denies, or modifies department recommendations from subordinate staff. Keeps staff up to date on trends and general credit union information. Resolves escalated and/or complex member problems in a professional and positive manner.				
Develops, proposes, and implements strategic plans designed to meet the credit union's short- and long-term marketing objectives. Collaborates with other departments to develop marketing collateral, campaigns, presentations, sales materials, and events that drive awareness of credit union products, services, and education. Monitors planning, scheduling, and implementation of marketing events. Consults with external and internal stakeholders to develop and implement new products or services.				
Establishes department sales goals, metrics, and milestones. Analyzes related data and reports on progress. Coordinates production of relevant reports. Allocates resources to meet operational needs within department; helps drive budget and timely completion of projects. Conducts, or assists in conducting, market research (e.g., member satisfaction surveys, industry trends). Recommends product/service modifications or improvements.				
Develops and drives implementation of policies and procedures for business development. Ensures policies and procedures are accurately communicated to all staff. Verifies that policies and procedures adhere to all relevant rules and regulations. Promotes an environment that fosters inclusive relationships and creates unbiased opportunities for contributions through ideas, words, and actions that uphold principles of the USC Code of Ethics.				

Other Requirements

Essential:	Emergency Response/Recovery	Essential:	Mandated Reporter
	In the event of an emergency, the employee holding this position is required to "report to		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC’s policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC’s policy at: https://dps.usc.edu/alerts/clery/			Yes

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.