

BUSINESS DEVELOPMENT OFFICER

JOB DESCRIPTION AND PERSON SPECIFICATION



**Westcountry
Savings
& Loans**

1. Job details

Job title:	Business Development Officer
Responsible to:	General Manager
Based:	At home, ideally in or around Exeter. Regular travel to Portishead will be required.
Salary:	£25,000 p.a. pro-rata plus pension contribution and travel expenses, based on 37 hour week
Hours:	28-30 per week, some evening work may be necessary
Contract:	6 month fixed-term contract with a one month probationary period. Renewal of contract is subject to performance.

2. Background

It is an exciting time at Westcountry Savings and Loans and we are looking for an ambitious person to join our busy team. You will be responsible for recruiting members into the Credit Union and establishing good links with a variety of organisations, including housing associations, local authorities and community groups.

3. Job purpose

- Responsible for identifying and developing opportunities to expand the membership base of the Credit Union, primarily in Devon, Somerset and Cornwall.
- To develop and deploy employer and member engagement strategies.

4. Areas of accountability

Business Development

- Raise awareness of Westcountry Savings and Loans (WSL) throughout the South West, primarily in Devon, Somerset and Cornwall
- Attend events and meetings to promote the Credit Union
- Co-ordinate a regular meeting with Marketing & Communications staff from our payroll partners
- Plan and execute campaigns to sign up employers as payroll partners
- Build a network of contacts amongst residents and public, private and third sector organisations
- Develop and maintain existing business relationships
- Collate and provide data for management reporting

Member Engagement

- Attend events and meetings to promote the Credit Union.
- Attend existing meetings (for example, tenant forums and staff meetings) to promote the Credit Union and feed back into the product and service

- development processes
- Develop and maintain records of positive case studies to document success.
- Liaise with the Marketing Co-ordinator on current topics for publishing on social media and website

General

- Work proactively and flexibly as a member of the wider team, supporting others and responding to member and business needs where necessary
- Undertake training as required
- Uphold and actively promote compliance with the Credit Union's Rule Book and standards and policies, including Treating Customers Fairly and Equality and Diversity
- Carry out such other duties as may be reasonably required by the Credit Union

Compliance

- Protect the confidentiality of all records in line with the Credit Union's Data Protection requirements and IT and Cyber Security policy
- Uphold and actively promote compliance with the Credit Union's Rule Book and standards and policies, including Treating Customers Fairly and Equality and Diversity
- Comply with and adhere to legal financial regulations including FCA/PRA Conduct Rules
- Apply Anti-Money Laundering prevention measures and agreed policies for the prevention of fraud
- Be alert to, and observe Health and Safety and other procedures at all times to ensure personal safety and that of others is upheld

5. Competencies and other requirements

Behaviours	Recruitment & selection
<p>Working together You understand and focus on Member needs and work well with colleagues, directors and partners</p> <ul style="list-style-type: none"> • You understand and are attentive to the needs of Members • You listen to the views of others and seek them out • You support and show consideration for others • You work well with colleagues and partners and acknowledge the different ideas, perspectives and backgrounds of others • You share information and expertise with others • You are honest, you respect and you build relationships of trust • You share your achievements and acknowledge the achievements of others 	Application
Personal responsibility	

<ul style="list-style-type: none"> • You take responsibility for your work, your environment and your development • You are trustworthy and reliable • You pay attention to your own health, safety and wellbeing and that of others • You acknowledge errors, report them as appropriate and play your part in addressing them • You appropriately challenge unhelpful behaviour • You seek feedback and review your own contribution • You are open to change and improvement • You take responsibility for your development • You are enthusiastic about and take pride in your work 	Application Interview
<p>Resourceful</p> <ul style="list-style-type: none"> • You apply expertise, solve problems and make improvements to deliver good Member outcomes • You plan and organise your work and manage your time effectively • You gather relevant information, analyse it and make timely informed decisions in the course of your work • You are flexible and adaptable • You respond constructively to change • You demonstrate financial awareness relevant to the job you do • You use your initiative and are creative in problem solving • You deliver results and manage Member expectations 	Application Interview

Knowledge, skills & expertise	Recruitment & selection
Ability to develop and maintain collaborative working relationships to achieve required outcomes	A & I
Ability to deliver information both verbal and written in a clear, accurate and convincing way for a range of audiences	A & I
Excellent interpersonal and presentation skills	Interview
High standards of literacy and numeracy	A & I
Proven record of developing and delivering own work plan on budget and to timescales	A & I
Ability to work independently, self-evaluate and ask for help when required	A & I
Able to initiate new leads and follow up	A & I
IT literate and able to use MS Office suite of programmes	A & I
Knowledge of credit union regulations and legislation or ethical finance experience	A & I
Own transport for business use	Application

Individual Conduct Rules

As a member of staff working for a financial institution, you will be required to abide by the Individual Conduct Rules applied by the FCA and PRA. These are set out below and are in addition to our Credit Union policies, procedures and expectations.

CR1	You must act with integrity.	FCA and PRA
CR2	You must act with due, skill, care and diligence.	FCA and PRA
CR3	You must be open and cooperative with FCA, the PRA and other regulators.	FCA and PRA
CR4	You must pay due regard to the interests of customers and treat them fairly.	FCA only
CR5	You must observe proper standards of market conduct.	FCA only

How to Apply

Send a CV outlining your relevant experience with a covering letter to Jackie Simpson, General Manager, at Jackie@westcountry.org.uk. We will respond to all applications.

Information for Applicants

Westcountry Savings and Loans is the trading name of Weston-super-Mare & District Credit Union Ltd. We are a members' cooperative, offering safe savings accounts and affordable loans to people across the South West. Our current membership stands at 3,000 individuals and 40 organisations, with collective savings of £2.4m and a loan book of £2.2m.

You can find out more information at;

www.westcountry.org.uk

www.abc.ul.coop

www.fca.org.uk/firms/credit-unions

