

HERSHEY FEDERAL CREDIT UNION JOB DESCRIPTION



POSITION DESCRIPTION:	Business Development Officer
REPORTING TO:	VP of Member Experience
DEPARTMENT:	Marketing Department
FLSA STATUS:	Exempt
SALARY RANGE:	<i>\$55,000 – \$65,000/year (starting, based on experience)</i>

Position Objective

The Business Development Officer is responsible for developing new business opportunities and enhancing brand awareness for Hershey FCU. This role serves as a representative of the credit union at community events, meetings, and through all business development initiatives. The BDO builds new connections within the field of membership while strengthening and maintaining existing relationships in the community. In addition, this position supports the development and implementation of the credit union's strategic marketing plan to drive growth, engagement, and long-term member satisfaction.

Responsibilities

1. Develop and implement business development strategies to increase membership growth, loan production, and deposit relationships in alignment with the credit union's strategic goals.
2. Identify, establish, and maintain relationships with local businesses, community organizations, schools, and key centers of influence to promote Hershey FCU products and services.
3. Develop a core understanding of Hershey FCU values, mission, products, and services.
4. Participate in community outreach activities, networking events, and facilitate educational seminars to enhance brand visibility and drive new member engagement.
5. Coordinate and participate in financial literacy programs, educational seminars, and outreach initiatives to strengthen community ties.
6. Develop and execute strategies to meet membership growth and loan/deposit production goals.
7. Promote credit union products and services through in-person visits, presentations, and targeted campaigns to business partners and community groups.
8. Establish connections with local businesses for future developmental opportunities with employee onboarding (SEGs), sponsorships, advertising, and to coordinate presentations/enrollment as appropriate.
9. Track and analyze business development efforts with summary of communications, events, meetings, and potential development opportunities. Prepare monthly updates and recommendations for CU leadership.
10. Collaborate with the marketing manager and VP of Member Experience to design and execute business development campaigns, promotional events, and cross-selling initiatives.
11. Represent the credit union at community events as a brand ambassador, always maintaining a professional and approachable presence.
12. Maintain a thorough knowledge of credit union products, services, and lending practices to confidently answer questions and recommend solutions that meet member and business partner needs.
13. Monitor market trends and competitor activities to recommend adjustments to strategies.

14. Ensure all business development activities adhere to credit union policies, procedures, and regulatory requirements.
15. Maintains a comprehensive knowledge of all related policies, procedures, rules, and regulations applicable for the position, and keeps abreast of any changes.
16. Prevents controllable losses by strict adherence to security, compliance, and fraud & prevention policies and procedures.
17. Adheres to all policies and procedures described in the Employee Handbook.
18. Completes annual mandatory compliance and other trainings.
19. Assists with other duties as required.

Qualifications

Education and Experience: Bachelor's Degree in related field; or equivalent experience. Minimum two years' Marketing or Sales experience.

Other:

- Maintains a professional demeanor in appearance, communication, and action.
- Possesses a high level of interpersonal communication.
- Possesses a high level of written communication skills; including grammar, punctuation, and style.
- Well organized, able to work independently, multi-task and move quickly between priorities.
- Maintains confidentiality of all members, employees, and credit union financials.
- Solid working knowledge of PC-based programs.

Language Skills:

Ability to read, analyze, and interpret written communications. Ability to comprehend and respond to common employee questions. Ability to effectively present job-related information to employees.

Mathematical Skills:

Intermediate mathematical skills.

Physical Requirements:

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Must be available and willing to travel to such locations and with such frequency as the employer determines is necessary or desirable to meet its business needs. Must possess sufficient manual dexterity to skillfully operate standard office equipment including but not limited to: a computer, typewriter, adding machine, facsimile machine, photocopier, and telephone. A telephone device to enhance hearing will be provided if needed. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk, sit; use hands to finger, handle or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 30 pounds.

Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Job descriptions are intended to be accurate reflections of those principal job elements essential for making decisions pertaining to compensation. They should not be considered to be an exhaustive list of all responsibilities, skills, efforts, or working conditions associated with the position.