UNIVERSITY OF SOUTHERN CALIFORNIA
Credit Union Strategic Business Development Administrator
Job Code: 115044

OT Eligible: No
Comp Approval: 6/16/2016

JOB SUMMARY:
Develops and implements comprehensive strategies to maximize revenue and to ensure new business development. Recruits, screens, hires, trains and directly supervises all assigned subordinate staff. Maintains consistent growth by continuously establishing new accounts and maintaining existing accounts. Researches and provides analysis of business opportunities and strategic plans, both short and long range, to support the revenue objectives of the University. Collaborates with professional services and other support teams on strategy implementation.

JOB ACCOUNTABILITIES:

*E/M/NA  % TIME

Develops and implements comprehensive strategies to identify, cultivate, solicit, develop, and maintain new and existing membership opportunities for Credit Union. Aligns the strategies with that of the organization and other programs. Collaborates with internal and external partners on strategy implementation. Maintains a close awareness throughout all phases of the implementation to ensure a successful conclusion. Maintains the highest standards of customer service.

Recruits, screens, hires, trains and directly supervises all assigned subordinate staff. Evaluates employee performance and provides guidance and feedback. Counsels, disciplines and/or terminates employees as required. Recommends departmental goals and objectives, including workforce planning and compensation recommendations. Reassesses or redefines priorities as appropriate in order to achieve performance objectives.

Plans, implements and manages short and long-range marketing activities, sales goals and objectives to generate new business for Credit Union. Sets the strategic direction for, oversees and co-ordinates all business activity to include targeting, prospecting and presenting compelling business propositions to potential new partners. Initiates contacts and assesses potential member needs to determine sales opportunities and maintain consistent growth.

Identifies, develops and implements new marketing and business development strategies for increasing participation among current membership. Researches and provides analysis of business opportunities and strategic plans, both short and long range, to support increased membership involvement.

Develops and administers a budget. Develops short- and long-term budget projections and plans. Provides financial reports, as required. Prepares and gives business reviews and presentations to the senior management team on a regular basis.

Develops operating policies and procedures. Disseminates policies and procedures and provides interpretations as required. Adheres to the requirements of accrediting, federal, and state agencies as well as the policies and procedures of the University.
Oversees development of educational activities including seminars, orientations and financial literacy programs for Credit Union members and potential members. Creates educational content and makes presentations. Establishes objectives and ensures all activities are well-planned and executed.

Contributes to the promotion of the Credit Union at external events (e.g., conferences and professional association meetings). Exhibits thorough knowledge of the Credit Union’s mission and goals.

Maintains professional currency in the field. Represents the Credit Union at professional and University meetings, seminars and conferences, as required.

Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with university Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of university’s crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.

Performs other related duties as assigned or requested. The university reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

**EMERGENCY RESPONSE/RECOVERY:**

Essential: [ ] No

[ ] Yes In the event of an emergency, the employee holding this position is required to “report to 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.

**JOB QUALIFICATIONS:**

**Minimum Education:**

Bachelor’s degree

Combined experience/education as substitute for minimum education

**Minimum Experience:**

3 years

**Minimum Field of Expertise:**

Bachelor’s Degree in business management, marketing, finance, or other related disciplines. Thorough experience with the process of new business development. Exceptional communication, presentation, and negotiation skills required. Demonstrated analytical, relationship-building and problem solving skills.

**Preferred Education:**

Bachelor’s degree

**Preferred Experience:**

5 years

**Skills: Other:**
Analysis
Assessment/evaluation
Budget control
Budget development
Communication -- written and oral skills
Conceptualization and design
Consulting
Creative writing and editing
Development/fundraising
Interpretation of policies/analyses/trends/etc.
Knowledge of applicable laws/policies/principles/etc.
Lead/guidance skills
Managerial skills
Marketing
Negotiation
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Research
Scheduling

Skills: Machine/Equipment:

Calculator
Computer network (department or school)
Computer network (university)
Computer peripheral equipment
Fax
Personal computer
Photocopier

Supervises: Level:

Supervises employees and/or student workers.

SIGNATURES:

Employee: _______________________________ Date:_____________________________

Supervisor: _______________________________ Date:_____________________________
The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

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