
A business development manager is responsible for helping Ukrainian National FCU (UkrNatFCU) obtain better brand recognition and financial growth by coordinating with credit union executives and sales & marketing professionals. Some of the responsibilities include contacting potential members, planning and overseeing new marketing initiatives, researching new opportunities, increasing the value of current members, and finding and developing new markets.

Business Development Manager Job Summary:

- You will prospect new business by advertising, cold calling, networking, or other methods of producing interest from potential members. You will plan persuasive approaches and pitches that will convince potential clients to do business with UkrNatFCU.
- You will develop a rapport with new members and set targets for sales and provide support that will continually improve the relationship.
- You are expected to grow and retain existing accounts by presenting new solutions and services to members.

Business Development Manager Job Duties:

- Identifies trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments.
- Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
- Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities.
- Develops negotiating strategies and positions by studying integration of new venture with credit union strategies and operations; examining risks and potentials; estimating partners' needs and goals.
- Protects organization's value by keeping information confidential.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.