

Business Development Director

JOB BRIEF

Responsible for managing the bank's business development efforts. Reporting to the President, the successful candidate will be a member of the Bank's Senior Management Team (SMT) and will play an integral role in the development of the Bank's business growth strategy. The candidate must be flexible in dealing with the various customer needs and possess the ability to clearly identify and communicate priorities and deliverables. This person must have strong interpersonal skills and the ability to manage a large variety of customers. As the business grows, supervisory responsibilities will become a part of this position. Travel is required.

ESSENTIAL DUTIES AND RESPONSIBILITIES Other duties may be assigned.

- Become an engaged member of the SMT and actively participate in the management of the Bank's business
- Develop and deploy strategies for developing new business opportunities in the funeral and cemetery industries in order to achieve the Bank's growth objectives
- Establish a culture of sales professionalism
- Identify prospect opportunities, develop new long-term customer relationships and deliver sales growth that meets the Bank's growth objectives
- Collaborate with the trust administration group and establish relationships with key existing Bank customers with potential growth opportunities
- Develop and manage any distributor agreements
- Manage the sales resources to deliver profitable growth
- Coordinate sales activities with marketing
- Put in place infrastructure and systems to support the success of the sales function
- Provide sales forecasting and management reporting for prospecting and on-boarding
- Compile information and data related to customer and prospect interactions
- Monitor customer, market and competitor activity and provide feedback to the SMT
- Travel as necessary to establish/develop long-term customer relationships
- Provide direct feedback to Bank personnel regarding any customer service issues or concerns in order to meet the Bank's objective to have high touch customer service
- Maintain absolute confidentiality. Use appropriate discretion in handling business matters

REQUIREMENTS

- Four year college degree in business management or equivalent experience in a related field
- Demonstrated record of business development; delivering new customers and increasing volume from the existing customer base
- Demonstrated record in developing and executing on sales and marketing strategies
- Knowledge and demonstrated competence with Microsoft Office products, internet search tools and social media
- Ability to take on additional responsibilities and reprioritize as needed
- Demonstrated problem solving, decision making and communication skills, both written and spoken
- Ability to work in a team environment
- Continuous improvement mindset. Must take initiative to address issues proactively
- Ability to coordinate and complete multiple tasks in a timely and efficient manner