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| Job Title | Business Development Coordinator |
| Short Description | Coca-Cola Credit Union is seeking a highly motivated, self-starter with exceptional social skills for its Business Development Coordinator role. This individual will be the liaison between the member (current & potential) and the Credit Union and must have above average communication skills and a professional telephone manner. This person will focus on developing new membership through effective networking opportunities as well as creative projects to attract new members. Must be comfortable with nationwide travel, able to work under pressure in a fast-paced environment and exhibit strong time and project management skills. |
| Full Description | <p>What You'll Do for Us:</p> <ul style="list-style-type: none"> □ Targeted outreach to drive new business to the credit union based on overall goals, which can include, but is not limited to: new membership (accounts), cross-selling all CCCU products and/or services, acquiring new forms of eligibility by bringing in new Select Employee Groups (SEGs), and increasing membership utilization to ensure the credit union meets its chosen goals. □ Maintain a strong company presence and build brand awareness through on-site business events, networking, and other business outreach activities. □ Organize and conduct membership retention programs among existing employee groups and existing memberships. □ Build strong relationships and maintain continuous communication with employee representatives and key contacts both locally and nationally. □ Ensure ambassadors and HR representatives are supplied with credit union brochures, forms, and other related marketing material to continue awareness of CCCU when not on-site. □ Continuously coordinate periodic outreach programs to maintain CCCU's visibility with existing and potential members and promote utilization of the credit union's products and services. □ Partner with the Marketing and Member Service Teams to coordinate the creation of promotional materials for distribution to members and employee groups. □ Make recommendations to VP of Marketing regarding possible new activities designed to increase membership and product/service/delivery channel usage. □ Create and maintain member databases, audit trails/reports, mail lists, etc.... □ Open and manage new member accounts and applications, as well as all email communication that comes through from existing & potential members. |
| Education | Bachelor's degree in Business, Marketing, Sales, Communication, or equivalent is required. |
| Additional Comments | <ul style="list-style-type: none"> • Work Experience: Minimum 3 years business |

development, sales or marketing-related experience is required.

• Other:

60-70% local (GA) and national travel is required. Some night and weekend hours required, when necessary.

Experience within a financial institution (Credit Union or Bank) is highly desired, but not necessary.

Credit Union

Coca-Cola Credit Union

State

Georgia

Contact Name

Shannon Frost

Email

shfrost@coca-cola.com

Phone

404-676-2586

Apply https://coke.wd1.myworkdayjobs.com/coca-cola-careers/job/US---GA---Atlanta/Credit-Union-Business-Development-Coordinator_R-86686-1

Expiration Date

05/12/2023