



Business Development Officer

Why LAFCU?

LAFCU is a credit union that's been serving our community for over 80 years. We have recently expanded to provide financial services to people and business across the entire state of Michigan. We are very involved in serving our community and proudly donate close to \$100,000 back to our community every year; whether we're feeding the hungry, having clothes and toy drives, building a habitat house, providing financial education to schools, paying for our community to take their families to the zoo; you'll see LAFCU rolling up our sleeves and giving back.

We also provide relevant products and services such as debit and credit cards, technology loans, savings accounts, auto loans, mortgage loans and many more.

Role

This position will be responsible for planning, developing and strengthening our community relationships, which will increase consumer, mortgage, and commercial volume along with expanding LAFCU's brand throughout Michigan.

Essential Functions & Responsibilities

- Develop, expand, and solidify our dealership, mortgage, and commercial relations that builds upon LAFCU's current programs. Seek out dealers, realtors and business owners across Michigan to partner with LAFCU.
- Make in-person visits to communities and businesses to explore opportunities to expand the LAFCU brand throughout Michigan.
- Answer calls, e-mails, and text messages from associates which may include weekends and after hours. Build critical relationships within the businesses (Finance Managers, Salespeople, Owners, and Realtors) in order to provide a consistent and efficient experience for our members and employees of LAFCU.
- Maintain and develop business relationships with the business community that will drive growth. Provide support to the Commercial Loan Officer.
- Drive mortgage business to LAFCU and MFM (Member First Mortgage) Mortgage Loan Officers. Provide support to Mortgage Officers.
- Participate and/or direct periodic reviews of dealership performance by providing and presenting data at meetings.
- Maintain a strong, visible corporate image at LAFCU supported community events. Promote and recommend LAFCU and recommend LAFCU's products and services at community events.
- Develop an executable business development plan which will assist the indirect, mortgage and business services departments to grow and become more efficient.
- Perform other related duties as directed by leadership.

Knowledge and Skills

Experience

Three years to five years of similar or related experience.

Education

(1) A two-year college degree, or (2) completion of a specialized certification or licensing, or (3) completion of specialized training courses conducted by vendors, or (4) job-specific skills acquired through an apprenticeship program.

Interpersonal Skills

Work involves much personal contact with others inside and/or outside the organization for the purpose of first-level conflict resolution, building relationships, and soliciting cooperation. Discussions involve a higher degree of confidentiality and discretion, requiring diplomacy and tact in communication.

Physical Requirements

Regular travel within the state of Michigan is required, using a personal or company vehicle.

Work Environment

Regular work outside of an office setting will be required.