



Welcome to a new standard of excellence!

Our purpose since 1936 has been simple, *to ensure that our members receive caring and personal service along with exceptional value.* We are committed to serving employees of the LA County Fire Department, and local municipal employees and their families with industry-leading dividends on deposits, and competitive loan rates. We are socially conscious and reflect the values we live by. To really stand out in a constantly changing world, each of us at F&A is value-driven at every level. We believe in a good work/life balance, and we all share the responsibility for creating a great workplace. As part of the F&A team, you will enjoy these outstanding benefits:

- Medical, Dental and Vision Insurance – 100% of employee premiums are paid by F&A
- Subsidized benefits for dependent premiums
- Employee Loan Discount Program – deep discounts on your home and car loan
- 401k with employer match of 3%
- Profit sharing – 6% of annual salary is contributed each year
- Paid time off accrual starting at 4 weeks per year
- 12 paid holidays
- Flexible spending accounts for health and dependent care
- Voluntary plans – additional life insurance coverage for employee and family
- Educational assistance program
- Employee assistance program
- Basic Life and AD&D insurance

What you will do for us:

As the Director, New Business Development, you will be responsible for developing programs to proactively engage new and existing members to increase awareness of the value F&A provides to our members, with industry-leading deposit and loan rates and exceptional personal service.

Responsible for the ongoing relationship management of F&A employer groups including the LA County Fire Department and cities served by LA County Fire; deepening member engagement and ensuring member retention. Liaise with Member Experience to identify and remediate member friction points that may contribute to member attrition.

- Assume responsibility for creating and executing a New Business Development Plan outside of F&A's current SEG groups, in alignment with the organization's strategic growth objectives.
- Will build relationships and promote the Credit Union's value proposition, brand, products, and services with potential new fire-related membership groups.
- Drive member engagement through business contacts, advertisement opportunities, membership groups, site visits and participation in special events to promote the value of credit union membership
- Develop strategies to achieve new membership objectives.
- Seek out networking opportunities to promote new business.



- Maintain professional communications with members and prospective members through various channels including email, phone, and in person.
- Will manage vendor relationships, maintaining updated documentation and due diligence in vendor management system.
- Responsible for administrative responsibilities such as producing reports, track invoices and department budget, and provide regular update of budget variance to management.
- Responsible for scheduling and presenting at department and organization meetings.
- Available to work the Credit Union's core business hours, Monday – Friday 8am – 5 pm.

Qualifications

- Bachelor's degree (BS/BA) in Marketing, Business or related course of study
- Ability to be bonded and retain status
- Five (5) to eight (8) years of business development with proven track record
- Strong verbal and written communications skills
- Strong attention to detail
- Ability to evaluate, plan, and prioritize work effectively and independently
- Adaptable to changing priorities and agile enough to respond effectively
- Proven leadership skills with the ability to select, coach, develop, and evaluate a team to meet department and organizational goals
- Ability to make decisions with integrity and maintain confidentiality
- Ability to present to groups of employees, members, businesses, and the general public
- Proficient in MS Word and Excel

F & A Federal Credit Union is an equal employment opportunity employer. We will consider for employment qualified applicants with criminal histories in a manner consistent with the requirements of the Los Angeles Fair Chance Initiative for Hiring (Ban the Box) ordinance. Please forward your resume to jobs@fafcu.org for consideration.