

Job Title	Business Development Officer- Business Development Department (BDD)
Qualifications	Bachelor's Degree/Diploma in Marketing, Business Management, Business Administration, Economics, Agriculture Science, or a related field
Degree Field(s)	Marketing, Business Management or Administration, Economics, Agriculture Science
Experience	At least 1-year experience
Key Skills	Superb communication and promotion skills, self-driven

JOB DESCRIPTION

Job title: - **Business Development Officer (BDO):** (Business Development Department)

Reports to: - Credit Manager-Loan Processing

Key Performance Indicator (KPI):

- Number of new loans added based on new ideas
- Successful execution of the Entrepreneurial Business Stakeholders Conference and other promotional activities
- Number of new business opportunities identified
- Execution of IPED’s customer surveys, evaluation, and recommendations
- Number of businesses aided to become formalized.

Essential Duties and Responsibilities

- Promote IPED’s loan products via participating and managing IPED’s promotional activities
- Establish and update training manuals for the economic sectors financed by IPED
- Execute IPED’s Annual Entrepreneurial Business Stakeholders conference
- When possible, conduct initial interviews, and refer to loan officers.
- Establish new stakeholder relationships and maintain and develop new relationships.
- Redesign and develop brochures and correctly and adequately reflect IPED’s Loan products
- Seek new opportunities for lending loans
- Ensure that all aspects of the Credit Loan Processing Mantra are adhered to **“IPED’s Credit Department will be the most Customer Centric Department in Guyana”**.
- Seek opportunities to link IPED’s clients to markets
- Create and maintain an Online Entrepreneurial Directory for IPED’s clients

- Once monthly facilitate the promotion of one of IPED's success stories via social media or TV programme.
- Conduct Credits Customer Service Survey, evaluate the results and make recommendations
- Develop a service that assists IPED's businesses that are not formal/legally registered to become legally registered and to address other issues of government compliance.
- Manage the pipeline of Customers complaints and seeking timely solutions where necessary.
- Evaluation IPED's customer service pipeline and make recommendations for improvement
- Manage and report on all promotional activities across the company
- Plan and participate in the Branches Promotional activities
- Boost IPED's image across the country
- Randomly visit 10 clients annually (**5 successes and 5 failures**) and conduct a deep dive analysis of strengths and weaknesses, and make recommendations where necessary
- Monthly, based on the rotation schedule for the preparation of the Customer Case Study, work with the BMs to ensure completion based on the required standard, and submit Credit Manager
- Manage monthly and evaluate submissions in the “**tell me your experience**” customer boxes.
- Ensure that adequate promotional material is available to the branches.
- Ensure that the Customer Log is properly completed
- Conduct a thorough analysis of the customer log and ensure that working through the BM's ensure that initial interviews issued with requirements sheets are promptly followed up.
- Track all outstanding initial interviews through the BM's
- Using the monthly Drop Out Report, working through the BM's to contact those who have the possibility of reborrowing
- Any other task in line with working conditions deemed necessary by the Credit Manager