

Gold Coast Federal Credit Union

Job Description

Job Title: Business & Community Development Coordinator
Department: Member Experience
Reports to: Branch Experience Manager

FLSA Status: Exempt
Effective Date: July 2026

Summary

The Business & Community Development Coordinator serves as a relationship-builder, ambassador, and growth catalyst for Gold Coast Federal Credit Union. This role is responsible for developing and maintaining community partnerships, supporting business development initiatives, generating new membership opportunities, coordinating financial wellness programs, and strengthening Gold Coast's presence throughout the communities we serve.

Working closely with the Branch Experience Manager, branch teams, and marketing department, the Coordinator promotes the credit union's products, services, and mission while creating meaningful connections with businesses, schools, community organizations, and local influencers. This position plays a key role in supporting Gold Coast's commitment to member growth and community engagement through the credit union's community-focused initiatives.

Essential Duties and Responsibilities – Other duties may be assigned.

Business Development

- Develop and maintain relationships with local businesses, select employer groups, schools, non-profit organizations, and community leaders.
- Identify opportunities to expand membership, deposit growth, and loan production through community and business partnerships.
- Represent Gold Coast FCU at networking events, SEG events, chamber functions, trade shows, business expos, and community activities.
- Assist with the development and execution of Select Employee Group (SEG) and community partnership strategies.
- Conduct on-site presentations for partner organizations.
- Open new accounts and generate referrals for lending products.

Community Engagement/Development

- Coordinate and participate in community outreach programs, financial literacy events, and volunteer initiatives.
- Serve as a brand ambassador for Gold Coast FCU in the communities we serve.
- Support Gold Coast Cares and other corporate social responsibility initiatives.
- Build relationships with schools, civic organizations, and local charities to increase community awareness and engagement.
- Assist in executing credit union's community development plan for all CDFI work

Member & Branch Support

- As "branch on the road," assist members and prospective members with account opening and product education at various on-sites.
- Ensure a seamless, positive experience for prospective members introduced through community partnerships.
- Support branch growth goals through lead generation.

Event Coordination & SEG Marketing

- Collaborate with Marketing and Member Experience teams to plan and execute promotional campaigns at SEGs or at community events.
- Coordinate event logistics and sponsorships.
- Maintain calendar of all community development and business development events.

Administrative Responsibilities

- Maintain accurate records of SEG contacts, community contacts, referrals, and event participation.
- Monitor achievement of outreach goals and recommend strategies for improvement.
- Ensure compliance with all credit union policies, procedures, and applicable regulations.

Adherence to GCFCU policies and procedures as well as state and federal rules and regulations such as BSA, Reg CC, OFAC, TISA, Information Security etc.

In addition to any specific job requirements in connection with Bank Secrecy Act and/or OFAC (BSA), employee must (i) be aware of BSA matters commensurate with the position; (ii) report any suspicious activity to the manager or compliance department; and (iii) satisfactorily complete any required BSA training.

Qualifications

Education

- Associate degree required; Bachelor's degree in Business, Marketing, Communications, Public Relations, or related field preferred.
- Equivalent combination of education and experience may be considered.

Experience

- Minimum of two (2) years of experience in business development, sales, community relations, marketing, branch operations, or financial services.
- Credit union or banking experience preferred.
- Experience presenting to groups and developing community partnerships preferred.

Knowledge, Skills & Abilities

- Strong relationship-building and networking skills.
- Excellent verbal, written, and presentation communication skills.
- Ability to represent Gold Coast FCU professionally in public settings.
- Self-motivated with strong organizational and time-management skills.
- Ability to work independently while collaborating effectively with multiple departments.
- Knowledge of financial products and services preferred.
- Proficiency in Microsoft Office Suite and CRM/member management systems.
- Strong attention to detail and follow-through.

Physical Requirements

- Ability to travel within Gold Coast FCU's service area for meetings, events, and presentations.
- Ability to lift and transport event materials weighing up to 25 pounds.
- Ability to stand for extended periods during community events and outreach activities.

Success Factors/Key Performance Indicators

A successful Business & Community Development Coordinator will:

- Increase community awareness of Gold Coast FCU.
- Generate new membership and business opportunities.
- Strengthen relationships with community organizations and business partners.
- Promote financial wellness education throughout the communities served.
- Embody Gold Coast FCU's mission, service culture, and commitment to exceptional member experiences.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

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