



AVP Member Services

Department:	Member Services
Reports To:	VP/Chief Member Services Officer
Classification:	Exempt
Pay:	Min. \$90,430.06– Mid. \$113,037.58 – Max. \$135,645.10
Type:	Full-Time
Location:	Glendora, CA

Purpose:

The incumbent will be responsible for leading and overseeing all aspects of our credit union's membership growth and retention strategies. You will play a pivotal role in developing and implementing initiatives to attract new members, enhance member satisfaction, and drive the credit union's overall growth and success.

Major Duties and Responsibilities:

- **Membership Growth Strategy for Multiple Locations:** Develop and execute a comprehensive membership growth strategy aligned with the credit union's goals and objectives. Identify target markets and implement initiatives to attract new members, increase market share, and expand the credit union's membership base.
- **Member Retention:** Implement strategies and programs to enhance member satisfaction and retention rates. Analyze member feedback and data to identify areas for improvement and recommend actionable solutions. Proactively address member needs and provide exceptional service to promote long-term member loyalty.
- **Business Development:** Collaborate with internal stakeholders, including marketing, sales, and operations teams, to identify opportunities for cross-selling credit union products and services to existing and potential members.
- **Marketing and Promotion:** Work with the marketing department to develop and implement marketing campaigns and initiatives to raise awareness of the credit union's products, services, and membership benefits.
- **Leadership and Team Management:** Provide strong leadership to the member services (branch and call center departments) team, including hiring, training, and performance management. Foster a collaborative and positive work environment that promotes teamwork, employee engagement, and continuous professional development.
- **Compliance and Regulatory Requirements:** Ensure compliance with all relevant laws, regulations, and internal policies governing membership operations. Stay updated on industry trends and best practices related to membership growth and retention strategies.
- **Reporting and Analysis:** Monitor key performance indicators (KPIs) related to membership growth, retention, and satisfaction. Prepare regular reports for senior management, highlighting trends, achievements, and areas for improvement. Use data-driven insights to refine strategies and achieve membership goals.

Expectations:

- Presents a professional image in both dress and manner while representing the Credit Union at either the Credit Union office or at community events.
- Communicates with members and staff in a professional and articulate manner in both verbal and written forms.
- Maintains a comprehensive understanding of the features and benefits of all Credit Union products and services in order to offer the most appropriate products to members. Keeps abreast of marketing promotions and educates members on new Credit Union benefits and offerings.
- Maintains up-to-date knowledge of the policies, procedures, rules and regulations that govern the Credit Union operations.
- Ensures compliance with all Credit Union member service standards.
- Performs all member related functions and activities in accordance with superior member service.
- Exercise sound business judgement.

Essential Functions:

- Ability to perform duties as outlined under “Major Duties and Responsibilities.”
- Ability to communicate clearly and to be understood.
- Ability to deal with sensitive and confidential information.

Qualifications and Educational Requirements:

- Bachelor's degree in business administration, marketing, finance, or a related field. Advanced degree or relevant certifications are a plus.
- A minimum of 7 years of experience in a similar role within the credit union, banking, or financial services industry.
- Proven track record of successfully implementing membership growth and retention strategies.
- Strong knowledge of credit union products and services, as well as an understanding of the financial industry and regulatory environment.
- Excellent leadership and team management skills, with the ability to inspire and motivate a team towards achieving common goals.
- Exceptional communication and interpersonal skills to build relationships with members, staff, and external stakeholders.
- Analytical mindset with the ability to interpret data and make informed decisions.
- Proficiency in utilizing CRM software and data analysis tools.
- Demonstrated commitment to maintaining high ethical standards and ensuring compliance with regulations.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel classification. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

ADA Compliance Statement:

In compliance with the Americans with Disabilities Act (ADA), ACCU stands ready to accommodate any qualified employee with a disability who can perform the essential duties of their position, as long as necessary accommodations for that employee's disability don't cause an undue burden to the credit union.

To apply, please visit: AmericasChristianCU.com/Apply