



VP of Strategic Partnerships

Department:	Marketing
Reports To:	Chief Member Acquisition Officer
Classification:	Grade 16- Exempt
Pay:	(\$117,889.00- \$147,361.74- \$176,834)
Type:	Full-Time
Location:	Glendora, CA

Purpose:

The Vice President of Strategic Partnerships is responsible for setting the direction of the Credit Union's strategic partnerships, national engagement and strategic philanthropy. The Vice President will implement initiatives that promote objectives of the strategic relationships including but not limited to new member growth and brand awareness. This leadership position will oversee the development and implementation of all products and services necessary to support the strategic partnerships, events, and programs associated with each partnership. This position will oversee the development and implementation of the Credit Union's engagement strategy along with associated outreach programming and activation.

Major Duties and Responsibilities:

- Responsible for vetting, building, and maintaining all aspects of the organization's strategic partnerships and ensuring that partnership initiatives and communications support the ACCU brand, philosophy, and organizational strategic initiatives.
- Work with the division chief to optimize the associated marketing plan for each partnership based on partnership performance and data.
- Develop and maintain relationships with all strategic partner decision makers to ensure business value is met by each partnership.
- Responsible for reviewing and evaluating strategic partnership proposals and making partnership recommendations to senior leadership.
- Identify further growth opportunities with existing strategic partnerships to optimize partnership results.
- Maintain a running list of vetted partners and potential partners for consideration and prioritization amongst senior leadership.
- Influence the development of products and services to support strategic partnerships (and the voice of their constituents) with key internal stakeholders such as Marketing, Consumer Lending, Member Service, Card Services and Digital Products.
- Collaborate with the division chief to petition for funding, prepare communications, including advertising, promotions, and public relations, that promote the partnerships.
- Provide oversight and coordination of events hosted or attended by ACCU.

- Translates business objectives and strategies into related functional and operational projects and collaborates cross-functionally to ensure successful implementation.
- Defines short- and long-term goals and objectives for each strategic partnership that support the success of the Credit Union and partnership initiatives.
- Responsible for initiatives that support membership growth based on the target segments associated with each partnership.
- Develop and maintain reporting of strategic partnerships, community outreach and philanthropy key performance indicators and distribute to senior leadership and key stakeholders.
- Leads and directs the professional and personal development of department employees to ensure a high level of performance and availability of talent to support strategic partnership and ACCU initiatives.
- Coordinates the involvement of ACCU staff from other departments in strategic partnerships and events where appropriate.
- Drive innovation and change in partnerships, community engagement and philanthropy (as approved by designated Chief(s), and Board of Directors).
- Demonstrate enthusiastic commitment and leadership.
- Develop and oversee financial literacy efforts on behalf of the organization.
- Responsible for developing and maintaining an administrative budget to support the various functions of the department to ensure financial success

Expectations:

- Adhere to the principles and requirements of all applicable laws and regulations relating to your position and your ACCU employment, including but not limited to the Bank Secrecy Act (BSA), the anti-terrorism procedures of the Office of Foreign Asset Control (OFAC), and the Anti-Money Laundering (AML) provisions of the USA Patriot Act.
- Work in a relationship-building and collaborative manner that promotes openness to a wide variety of opinions by which the first priority is producing a positive culture, a we-over-me mentality, and win-win solutions.
- Ability to work in a fast-paced environment, deduce clarity from ambiguity, arrange competing priorities as needed, and produce solutions that are both succinct and scalable.

Qualifications and Educational Requirements:

- Bachelor's degree in business or marketing preferred – Master's degree strongly preferred.
- Five to seven years of leadership experience in brand marketing, strategic marketing partnerships, sports marketing or higher education industry.
- Demonstrated expertise in a variety of the field's concepts, practices, and procedures.
- Highly effective interpersonal, communications, presentation, and facilitation skills.
- Relies on extensive experience and judgment to plan and accomplish goals.
- A wide degree of creativity and latitude is expected with flexibility to respond to different challenges and perform a variety of tasks.
- Ability to think strategically; strong analytical skills, good judgment and decision making.
- Has high ethical standards and presents a professional image.

- Ability to understand and utilize self-serve business analytics tools, CRMs, and marketing communications platforms.
- Ability to make data-driven decisions that will bring business value.
- Ability to use digital programs, Microsoft suite applications, CRMs, data analytics tools and other applications common to marketing including but not limited to social media, Email Marketing, website, and SMS Marketing.
- Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to compute rates, ratios, and percent and to draw and interpret bar graphs.

Physical Requirements:

Must be able to sit at a desk for an extended period, talk to members and staff on the phone and in person, and make verbal presentations to large groups.

Travel Requirements:

Travel will be required to attend trade shows, site visits, or prospective partner offices as needed. This person will be expected to set a travel schedule as business needs necessitate. Estimated travel is 35% and may ebb-and-flow due to event seasonality.

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](https://www.AmericasChristianCU.com/Apply)