

# ***First Community Credit Union***

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## **JOB POSTING**

**POSITION TITLE:** VP – Grand Forks Market Manager

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### **POSITION SUMMARY**

Direct and manage the activities of the Grand Forks and surrounding area markets to meet the financial service needs and objectives of the membership. Cultivate and build key retail and business relationships with prospective members for the primary purpose of growing membership and increasing loan and deposit volume. Implement strategies to achieve goals developed for the market as part of the Credit Union's overall strategic plan. Ensure compliance with operating policies, procedures and outside regulatory requirements.

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### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Enthusiastically support the Credit Union's focus on member sales and service. Establish and build relationships with members providing advice and financial expertise. Seek out sales and cross-sell opportunities and make referrals to business partners to generate new business and deepen existing relationships.
  2. Implement strategies to achieve goals developed for the market as part of the Credit Union's overall strategic plan. Consistently meet or exceed goals established for the market.
  3. Work with management in establishing growth, sales and profit objectives for branches in the market. Monitor operating results relative to established objectives and ensure appropriate steps are taken to correct unsatisfactory conditions.
  4. Engage in business development activities to include maintaining a business referral and information network; soliciting new business and calling on existing members to expand relationships; and conducting prospecting efforts for new retail and business members.
  5. Grow deposit and loan relationships within the market. Promote sales of products and services through teamwork.
  6. Responsible for the overall service and sales performance of branches in the market. Conduct weekly/monthly sales management routines to ensure progress to sales and services expectations. Monitor and evaluate results; identify specific problems and trends and other occurrences which require correction; and develop and apply appropriate corrective strategies.
  7. Provide leadership and directly supervise assigned branch personnel. Ensure a positive and professional team environment, high quality work and efficiency in operations are maintained, and branch personnel are well trained in all phases of their respective jobs.
  8. Effectively apply management practices in leading the work of assigned branch personnel and building an engaged team. Exercise managerial leadership duties as it relates to staffing, development, training, coaching, motivating, performance management and disciplinary action. Conduct staff meetings to keep branch personnel informed of pertinent policies and procedures affecting their jobs.
  9. Ensure the branch locations are in compliance with applicable operating policies, procedures and outside regulatory requirements.
  10. Provide for the proper security, maintenance, and cleanliness of the office. Ensure branch staff is fully trained on all security and emergency procedures; oversee consistent daily compliance of branch security.
  11. Participate in and seek opportunities for branch growth through community involvement, community leadership activities, branch business development and marketing activities. Encourage branch personnel to actively participate in community events.
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## **EDUCATIONAL/EXPERIENCE REQUIREMENTS**

### **EDUCATION/CERTIFICATION:**

- A Bachelor's degree or equivalent in business, finance, economics or a related field from an accredited college or university.

### **EXPERIENCE REQUIRED:**

- Five years of proven sales, marketing, and business development experience in a financial institution.
  - Previous experience in a financial institution in a retail or business lending role preferred.
  - Three to five years of leadership and managerial experience.
  - Solid understanding of state, federal and regulatory compliance related to business and consumer lending.
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