



COMMUNITY CREDIT UNION OF FLORIDA
Position Description
E-Branch Manager

Reports to: VP Marketing
Department: Marketing

Grade:10
Job Group: Exempt

The primary purpose of this position is to assist Community Credit Union of Florida in living out our Mission, *“Always improve the financial well-being of our members and make a positive difference in our community,”* by delivering outstanding service to both internal and external members. A key element of excellent service is to identify the financial needs of each member and recommend an appropriate credit union solution. The E-Branch Manager is responsible for driving sales through various eBranch channels, including website, email, bill pay, online banking, phone and mobile devices. The responsibilities include, but are not limited to, developing, cultivating and maintaining the eBranch channel to provide members with the ability to conduct all banking transactions electronically.

ESSENTIAL DUTIES

- 1) The E-Branch Manager is responsible for:
 1. Deliver service to both internal and external members, which is in alignment with the credit union’s Service Promises.
 2. Possess adequate product knowledge as measured by the annual product knowledge certification assessment.
 3. Performing job duties within our bylaws, regulations, Board of Directors policies, established internal and external service standards and our work procedures.
 4. Demonstrate enthusiastic support of corporate mission, core values and long term objectives.
 5. Adhering to all credit union standard operating policies and procedures, as well as state and federal regulations and guidelines.
- 2) Abiding by CCU’s Service Promises when helping a member or co-worker to ensure timely responsiveness to the individual’s needs. Promotes teamwork, respects opinions, abilities and contributions of others and conveys a willingness to assist and cooperate with others for the benefit of the organization.
- 3) Seeking out and providing recommendations for process improvements that support department design and development goals to increase department productivity and efficiency.
- 5) Develop, implement and maintain eBranch product road map and best-in-class e-branch initiatives that will evolve into the preferred transaction channels for members and maximize CCU’s electronic and self-service penetration.
- 6) Design and implement successful benchmark e-branch product tools and metrics to track, monitor and report on department and electronic banking performance. Analyze member usage data for e-branch channels and collaborate with Marketing and Technology to increase penetration and improve user friendliness for members. Reports findings to upper management on a regular basis.
- 7) Drive product concept into a marketable solution with a cross-functional team that includes members from technology, operations, marketing and finance.

- 8) Create new eBranch solutions from existing ideas, member feedback and input from partners and suppliers to help develop the best differentiating products; manage respective product lines from strategic planning to tactical activities.
- 9) Responsible for the management of the eBranch programs and work with respective departments to understand member needs and business priorities and help deliver innovative products, features and services to meet those needs. Manage day-to-day eBranch product including usage, member feedback and root cause of issues analysis.
- 10) Participate as subject matter expert and key stakeholder for projects involving eBranch products and services. Keep abreast of eBranch industry standards and fluctuations in media popularity ratings and continually identify best placement to reach the identified target market.
- 11) Performs other related duties as assigned and work on special projects as assigned.

ENVIRONMENT AND PHYSICAL ACTIVITY

The environment for this position is an open, non-confined office-type setting that is clean and comfortable where the incumbent is free to move about at will. It may include some minor annoyances such as noise, odors and drafts.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to spend time writing, typing, speaking, listening, lifting (up to 50 pounds), carrying, seeing (such as close, color and peripheral vision, depth perception, and adjusted focus), sitting for long periods of time (up to 8 hours), pulling, walking, standing, squatting, kneeling, and reaching.

The incumbent for this position may operate any or all of the following: telephone, cellular telephone, copy and fax machines, calculator, film equipment, typewriter, computer terminal, personal computer, and related printers.

MENTAL DEMANDS

The incumbent in this position must be able to: read and interpret documents or instruments, perform highly detailed work, assist or guide problem solving, resolve employee issues, perform mathematical functions, conduct meetings and presentations, prepare written communication, perform analytical reasoning, withstand stress, handle multiple, concurrent tasks and constant interruptions. Possess excellent member contact and verbal and written communication skills.

POSITION REQUIREMENTS

These specifications are general guidelines based on the minimum experience normally considered essential to the satisfactory performance of this position. The requirements listed below are representative of the knowledge, skill and/or ability required to perform the position in a satisfactory manner. Individual abilities may result in some deviation from these guidelines.

- Bachelor's degree (B.A) from four year college or university , or two (2) to five (5) years proven product management success with two (2) years online marketing and website management experience in the financial services area; or an equivalent combination of education and experience. Requires knowledge of personal computers and the ability to troubleshoot web applications. Webmaster and design experience preferred.
- Extensive online market planning and program implementation as well as online media planning and buying.
- Competence in product management and offer development including strong project management skills.
- Strong vendor management skills.
- Intermediate to advanced knowledge of credit union operations, products and services, related state and federal laws and regulations, and other credit union operational policies and procedures.
- Ability to read and understand complex computer system documentation, including some technical writing for creating documentation for new and existing web applications. Graphic design knowledge as it relates to the Internet is preferred.
- Advanced researching and analyzing skills; ability to interpret general business periodicals, professional journals, and legal documentation.
- Excellent oral, written and interpersonal communication skills with the ability to apply common sense to carry out instructions and instruct others; interpret documents; write reports, correspondence and procedures, communicate and present clearly to senior management, financial institutions and vendors.
- Advanced analytical and project management skills for a variety of tasks or projects. Ability to deal with complex problems involving multiple facets, variables and situations where only limited standardization exists.
- Advanced skills in computer terminal and personal computer operation; software programs of diverse functionality used by the credit union, including but not limited to, desktop applications and network administrative programs and resources.
- Exceptional leadership skills to effectively manage, negotiate and influence others, including vendors.
- Excellent organizational and time management skills, with ability to multi-task. Ability to work with minimal or no supervision while performing duties; has the ability and initiative to organize various functions necessary to accomplish department activities or goals and be a strong team player.
- Current Florida driver's license and a vehicle with appropriate insurance coverage, if required to drive in the course of performing assigned duties and responsibilities.

The incumbent must be able to perform this position safely, without endangering the health or safety to individual or others.

Management reserves the right to change this position description at any time according to business needs.

Interested employees should forward an Internal Application for CCU Employees to Human Resources, immediate supervisor, department head, and hiring manager by April 20, 2013.

Revised 4/2013 SKF

