



COMMUNITY CREDIT UNION of FLORIDA
Position Description
Vice President of Commercial Services

Reports to: Vice President – Member Experience
Department: Commercial Services

Grade: 14
Job Group: Exempt

The primary function 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.”* One of the primary means to achieve this end is to develop a highly effective team of employees and develop each employee to their highest potential through coaching and leadership. Responsible for ensuring that outstanding service is delivered to both internal and external members. The Vice President – Commercial Services is responsible for all commercial services functions including deposit and loan products. The incumbent is responsible for attaining established deposit and loan goals, monitoring the commercial loan portfolio, training and supervising staff, conducting analyses of business trends and existing performance indicators, make recommendations for the strategic direction of the department, including target growth goals, new deposit and loan products, and ancillary products and services. A key component of this service is to identify the financial needs of the member and recommend an appropriate credit union solution. The VP of Commercial Services is responsible for attaining established departmental goals and ensures all activities run smoothly and efficiently for the department while ensuring maximum profitability of lending activities that are also in the best interest of the member.

ESSENTIAL DUTIES

- 1) Responsible for directing herself / himself in a professional manner and always instilling the Community Credit Union Mission, Core Competencies, and Service Standards.
- 2) The VP of Commercial Services is responsible for the general supervision of staff including the evaluation, training, recruitment and discipline of department employees. The individual demonstrates the ability to recognize performance problems and address them in a timely, appropriate fashion and is able to define, measure and increase staff productivity as needed. The VP of Commercial Services is responsible for promoting cooperative, productive behavior and:
 - (a) With regard to staff issues:
 - Ensure team delivers service to both internal and external members that are in alignment with the credit union’s Service Promises.
 - Develop each employee to their highest potential by identifying their areas for improvement and appropriately coaching, training or correcting the employees’ performance.
 - Recognize employees who perform at a high level.
 - Hold employees accountable for their performance, attitude and behavior.
 - Meet with each employee monthly to review previous month’s performance, set goals for upcoming month’s performance and develop plans to improve employee’s performance.
 - Ensure that the department goals are met as established by the Credit Union.
 - Demonstrate enthusiastic support of corporate mission, core values and long term objectives.
 - Performs job duties within our bylaws, regulations, Board of Directors policies, established internal and external service standards and our work procedures.
 - Train and supervise department staff. Assign, direct, coordinate and review work performed by staff.
 - Maintains a highly motivated, well-trained staff maintaining effective employee relations.

- (b) Establishing realistic productivity requirements; monitors staffing and scheduling needs; effectively coaches and counsels subordinates; ensures all personnel problems are properly documented; effectively enforces policies, procedures and rules of conduct; accurately monitors performance standards of each staff member.
 - (c) Conducting and/or recommending staff for specific training programs to ensure professional development. Also, conducting regular skill assessments of staff, track and monitor training and check employees' progress in all training programs. In addition, the VP of Commercial Services is responsible to some extent for self-development and is to broaden incumbent's knowledge and skill base by personal request or as directed by the immediate supervisor.
 - (d) Ensuring all activities run smoothly and efficiently and is responsible for attaining established departmental goals, ensuring adherence to all credit union standard operating policies and procedures, as well as state and federal regulations and guidelines.
 - (e) Abides 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) Participates in the credit union's long- and short-term strategic planning, and works with Executive Management to set the Commercial Loan Department's strategic plans to align with the credit union's business plan. Establishes and ensures the implementation of target goals for the department.
 - 4) Engages in business development activities and is responsible for growing the Commercial Loan and Deposit portfolio through increased market penetration, including representing and promoting the credit union at external functions to support and lead commercial loans in the development and maintenance of deposit, loan and merchant business for a specific target market.
 - 5) Formulates strategies for developing existing markets and opening new markets; tracks and analyzes economic trends and provides recommendations for change to Executive Management; remains informed of competitive situations and of new, successful ideas and methods in marketing and public relations. The VP of Commercial Services participates in community, business and service organization affairs to assist in furthering market penetration.
 - 6) The VP of Commercial Services is responsible for the credit union's administrative management of commercial loan functions and develops and implements consistent organizational policies and procedures that comply with external regulations.
 - 7) Researches and evaluates feasibility of new lending and deposit products. Develops and implements plans for expansion of commercial lending and deposit capture programs. Keeps abreast of changes in the industry and changing trends in lending and react to changes in a way that maintains competitiveness.
 - 8) Analyzes and interprets financial statements, tax returns and other relevant documents to ensure lending risks are adequately identified, assessed, quantified and controlled. Consistently applies superior decision-making techniques pertaining to inquiries, approvals and requests as they apply to existing policies, procedures and regulations.
 - 9) Communicates credit union goals and direction with all employees to ensure clear understanding of rules, regulations, requirements, and expectations.
 - 10) Develops, implements, and monitors policies and procedures in accordance with credit union goals and strategies. Work with other departments to maintain consistency in credit union policies and procedures.

- 11) Periodically, normally annually, analyzes and interprets financial statements, tax returns and other relevant documents pertaining to existing loans and rates them by risk category as defined by policies and procedures. The incumbent completes an annual site visit of each commercial member to cultivate an ongoing relationship and assist in the risk rating determination.
- 12) The Vice President of Commercial Services is responsible for maintaining a thorough knowledge of credit union membership/loan policy, dividend rates, interest rates and required document disclosures. Assures audit compliance, procedure quality control and recommends and initiates corrective actions.
- 13) Contributes to the overall profitability of the credit union; implements costs controls, income generation, and adheres to and monitors expenses to budget.
- 14) Maintains on-going communication with the immediate supervisor and others directly related, informing them of all pertinent problems, irregularities, new developments, changes and other important information within their area of responsibility.
- 15) Ensures compliance with internal policies and procedures and state and federal regulations; ensures all loan documentation is complete and accurate; conducts credit reviews to assess credit risk and ensures risks are adequately identified, assessed, quantified and controlled.
- 16) Extracts data from divergent databases to prepare meaningful, user-friendly, timely and accurate operational reports. Identifies deficiencies in data quality and works with other team members to resolve problem areas.
- 17) Develops relationships with other financial institutions to ensure viable participation partners. Conducts commercial loan participation activities as assigned, which may include participation contract negotiation, analysis recommendation of loan sales and purchases to senior management.
- 18) Performs other related duties as assigned or requested.

ENVIRONMENT AND PHYSICAL ACTIVITY

The environment for this position is an open office that is clean and comfortable. It may include some minor annoyances such as noise, odors, drafts, etc. The incumbent is in a non-confined office-type setting in which the individual is free to move about at will and includes driving a vehicle approximately 40% of the time.

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 25 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 and an automobile.

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 from a four-year college or university; or five (5) or more years of related experience and/or training; or the equivalent combination of education and experience. Work related experience must consist of direct involvement in commercial lending and previous supervisory experience. Educational experience, through in-house training sessions, formal school or financial industry related curriculum, is required to be applicable to the financial industry.
- A minimum of five years experience in commercial sales and underwriting (loan participation experience highly preferred). Proven skills in building and servicing loan & deposit portfolios and marketing of Commercial products.
- Possesses the ability to analyze and interpret financial statements, complex credit structures, financial data and tax returns and uses that ability to make sound credit decisions (experience as a credit analyst preferred); in-depth knowledge of state and federal compliance regulations required.
- Excellent organization skills with the ability to provide leadership, supervision and training for employees using positive supervisory techniques to ensure maximum productivity; demonstrated ability in organization and delegation skills.
- Intermediate skills in personal computer operation, including word processing and spreadsheet software programs (e.g., Microsoft Word and Excel etc.) and typing skills to meet production needs of the position.
- Advanced math skills: the ability to calculate interest, commissions, proportions, and percentages; balance accounts; add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals; locate routine mathematical errors; compute rate and ratio; draft and interpret graphs and technical documents; apply advanced mathematical concepts such as exponents, quadratic equations and permutations; apply mathematical operations to tasks.
- Exceptional oral, written and interpersonal communication skills with the ability to apply common sense to carry out instructions and instruct others, interpret documents, understand procedures, write reports and correspondence, speak clearly to members and employees.
- Thorough understanding of management procedures; ability to plan department activities (setting objectives, developing strategies, budgeting, and developing policies and procedures); initiative to organize various functions necessary to accomplish department or credit union objectives.
- 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.

Review and Approval: Indicates review by incumbent and approval by supervisor.

Employee: _____

Date: _____

Supervisor: _____

Date: _____

Human Resources: _____

Date: _____