

Job Title: Chief Experience Officer
Reports To: President - CEO
FLSA Status: Exempt
Last Update: 5/01/2019

Position Overview

Reporting directly to and under the supervision of the President and CEO, the Chief Experience Officer (CXO)'s primary purpose is to assist Great Lakes Credit Union to live out our Vision, "To be the members' trusted financial partner". Responsible for ensuring that outstanding service is delivered to both internal and external members, in alignment with our Service Promise.

The CXO is responsible for ensuring that an exceptional and consistent experience is delivered to our members across all of the credit union's products, services and channels. The CXO will drive the credit union in maintaining a holistic focus on providing progressive and revolutionary levels of member experience. The CXO will also be responsible for creating and messaging a cohesive brand and vision. This includes developing, implementing and maintaining strategic plans for marketing, retail and community development. The CXO will develop and implement the strategic direction for the Retail Branch network. The marketing focus will be on digital solutions, social media platforms, a mobile first and responsive website, traditional and non-traditional marketing avenues, aggressive advertising, innovative campaign development, awareness through branding and creative outreach initiatives that contribute to the credit union's growth and success. The CXO also will be championed with leadership of our Community Development Department by increasing mission engagement of employees, enhanced brand reputation as a trusted financial partner, and identification of new markets and growth opportunities through the utilization of existing financial products and services to meet the needs of those underserved, credit-invisible, or other undiscovered markets where access to credit is limited. The CXO will be responsible for enhancing the utilization of our 501 (c) (3) Foundation in support of GLCU's community involvement initiatives.

Essential Duties & Responsibilities

Responsible for developing a team that will deliver a high level of member service to internal and external members in alignment with the credit union's Member Promise:

- Promises to listen, be responsive to members' needs, simplify their financial life, and make it easy to do business with us.
 - Promises to build valued relationships by discovering members' needs, and recommending relevant products and services.
 - Promises to be knowledgeable and respectful – one transaction, one interaction, and one member at a time.
1. Provides executive-level leadership to all member-centric areas keeping the alignment around the exceptional member experience paramount in our approach regardless of the direct responsibility of the functional area.
 2. Provides direction of the organization's resources for all member-facing areas of the institution.
 3. Leads cross-functional partnership on how to deliver an exceptional member experience.
 4. With the CEO, designs and implements cultural and experiential change centered upon building relationships with members and share a passion for experience.
 5. Develops strong relationships with other members of the entire leadership team, the general employee base, board members and our existing and new partners within our local communities, our municipalities and local, state and national trade associations.
 6. Keeps abreast of industry and changing trends in product, sales and services, delivery channels and reacts to changes in a way that is a fresh perspective for GLCU and places the credit union in a winning position within our field of membership.
 7. Transforms GLCU into a member-centric mindset, not a product mindset.
 8. Develops a plan to have the Retail branch be an intricate part of the outreach in each community, and ensure plan goals are met or exceeded.
 9. Delivers continuous improvement and innovation for the entire credit union.
 10. Drives member acquisition, retention and relationship depth.
 11. Supports and lead a continuous process improvement mentality throughout the institution.

12. Ensures a continued focus on metrics that measure the experience provided to our members.
13. Stays abreast of regulatory requirements that impact the organization.
14. Participates in the planning, development, implementation and evaluation of strategic business and performance goals.
15. Drives an enhancement to our brand, creating a presence larger than GLCU and in turn develop loyal members through a member-centric culture.
16. Ensures we are getting the “voice of the member”.
17. Works within the community to support GLCU’s Community outreach in order to further the image of the credit union within the communities we serve.
18. Develops internal volunteer programs under our Blue Wave Volunteer Program that increased employee engagement.
19. Continually improves our members’ experience at all touch-points.
20. Stay engaged and up-to-date on industry related research.
21. Understands the digital landscape (I.e. digital delivery channels, social media, and mobile-first strategies) and its impact on the member experience and expectations.
22. Identifies new market and growth opportunities (I.e. Hispanic, Under-banked, Un-banked, Credit Invisible or other Un-Discovered markets) along with researching and finding potential M & A targets that benefit our membership with support from the EVP – CFO.
23. Focus on building the framework and funding the 501 (c) (3) Foundation to support our local communities through empowerment of those less fortunate and in driving economic growth within our field of membership.
24. Continues executive education to remain constantly aware of new ideas and approaches.

Knowledge, Skills & Abilities

Experience – The amount of experience required to attain proficiency in the job

7. Ten years to fifteen years of similar or related experience

Education – The formal education needed to perform the job duties

5. Equivalent to an advanced college or graduate degree

Mgr Responsibilities – The amount of direct management activities & functions

6. Managerial responsibilities for majority of organization (EVP, COO)

Interpersonal Skills – The level of direct contact skills needed

5. Ability to motivate or influence others is a material part of the job, along with obtaining cooperation

Independent Judgement – The latitude permitted in problem solving

5. Highest level of decision making within the discipline or function

Mental Process – The extent and nature of the problems to be solved

6. Problems involve in depth analysis and evaluation where extensive innovative thinking or creativity required

Organizational Impact – The level of influence the job has on end results

6. Significant Impact - decisions would have a significant impact on current and long-term organization goals and objectives

Organizational Restraint – The restraint under which the job must operate

7. Under general management from the CEO, directs the day to day operations activities for the organization

Job descriptions are not intended to be construed to be a complete list of all job responsibilities, nor do they constitute an employment contract. Duties and responsibilities may be added, deleted, or changed at any time at Management’s discretion.