



Position Description
Vice President, Member Relations

Department: Member Relations
Reports To: President & CEO
Supervises: 0

Grade: E4
Classification: Exempt

ROLE:

This position is responsible for developing and managing the NASCUS credit union membership strategy including new member affiliation, member re-affiliation, membership loyalty, and credit union engagement--built upon a strong sales philosophy.

KNOWLEDGE & SKILLS:

Experience At least five years of similar or related experience. Proven sales success. Knowledge of the credit union system preferred but not required.

Education College degree or equivalent.

Skills required of all staff members:

1. *Self-Initiative* – Ability to originate positive action and develop constructive ideas and suggestions with minimum guidance.
2. *Accountability* – Ability to carry out job requirements with a minimum of supervision.
3. *Interpersonal Skills* – Ability to establish effective working relationships with others.
4. *Adaptability* – Demonstrated willingness and ability to adapt to changing conditions.
5. *Quality of Work* – Degree of excellence in performance of job duties.

Skills required specific to this position:

1. *Creativity/Innovation* – Talent for finding new, better, more efficient ways of doing things and for being imaginative, especially as it applies to NASCUS' value proposition to members.
2. *Comprehension* – Ability to quickly comprehend new information/situations, to understand instructions, and to produce expected results.
3. *Judgment* – Ability to select among alternate plans to maximize desired outcome.
4. *Sales & Negotiation* – Demonstrates the ability to be persistent, yet flexible and cooperative with others in reaching a mutual agreement. Able to close the deal.
5. *Planning* – Develops feasible short and long-term plans and strategies for achieving department/organizational goals and objectives; anticipates critical obstacles and issues.
6. *Corporate Values* – Holds positive outlook toward the organization and the CU movement. Commitment to corporate philosophy, values, services and products.
7. *Verbal & Written Communication* – Develops, generates, and conveys ideas clearly and concisely in oral and written form.

MAJOR DUTIES & RESPONSIBILITIES:

70%	Membership Management: Responsible for all aspects of credit union membership acquisition & retention strategies. Achieve a high level of membership awareness & satisfaction with the benefits of affiliation. Develop membership marketing collateral. Assure strong associate member relations with system organizations. Collaborate with staff colleagues, member credit unions, associate members, state agencies, & NASCUS elected leadership to generate membership growth.
10%	Credit Union Tracking & Engagement: Responsible for maintaining credit union and associate member database, tracking credit unions and member engagement, and anticipating/minimizing member disaffiliations. Develop, implement, and measure plans related to increasing membership breadth and engagement depth. Coordinate the collection and reporting of membership data required to support membership growth and engagement depth.
10%	Sales Culture: Responsible for adopting & implementing a strong sales philosophy that attracts and retains member credit unions and associate members.
10%	Other Duties as Assigned: Collaborate and cooperate with colleagues to achieve NASCUS strategic goals and objectives.

EXPECTATIONS:

1. Develop & lead initiatives that drive value of NASCUS membership among credit unions.
2. Create a comprehensive awareness by credit unions of the benefits of membership.
3. Develop written strategies/plans to achieve goals and document the results achieved.
4. Manifest a strategic, anticipatory approach to constructing and implementing the tactical strategies need to achieve goals delineated in the membership development plan.
5. Present a professional attitude and appearance of self and NASCUS at all times.
6. Accurate and timely completion of all projects.
7. Significant national overnight travel required.

PHYSICAL DEMANDS & WORK REQUIREMENTS:

The following physical activities are representative of those that must be met by an employee to successfully perform the essential duties of this position. Reasonable accommodations will be made as required by governing laws to enable individuals with disabilities to perform the essential functions and expectations.

While performing the essential functions of this job, the employee is regularly required to sit, use hands to finger, handle, or feel, talk or hear; occasionally required to stand, walk, reach with hands and arms.

Employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision and color vision.

Employee must frequently use complex machines, software, and equipment (e.g, MS-Office Suite, Callahan's Peer-to-Peer CU Analytics, etc.)

Position requires significant travel, nationally, including some overnight.