

## **Executive Job Descriptions**

### **CEO**

Directs the development, implementation and achievement of short and long-range policies, budgets and strategic operating objectives for the organization. Represents the organization to external stakeholders.

### **Executive Vice President**

Responsible for assisting the credit union president/CEO/manager in the overall management of the credit union. NOTE: Use the EVP title for a member of the senior executive team who reports directly to the CEO, but who does not hold one of the other executive titles included in this survey. For example, a CFO/EVP salary should be reported under the CFO job title and not the EVP title. A COO should be reported under the Chief Operating Officer job title and not the EVP title.

### **Chief Financial Officer**

Plans, directs and controls the organization's overall financial plans and policies, accounting practices, and relationships with regulatory bodies, the financial community and external auditors. Directs such functions as treasury, budgeting, accounting, real estate and insurance activities.

### **Chief Operations Officer (not the same as Chief Operating Officer)**

Directs and coordinates the operational activities of the organization in accordance with policies, goals and objectives established by the Chief Executive Officer and the Board of Directors.

### **Chief Lending Officer**

Responsible for overall management of lending services including compliance with state and federal lending laws. Monitors and analyzes economic conditions affecting the credit union lending department and recommends appropriate action.

### **Retail Branch Executive**

Highest retail branch position. Responsible for the overall management of the retail credit union branch(es), products and services, and for public relations. Develops strategies to meet changing market conditions.

### **Marketing Executive**

Highest marketing position. Plans, directs and coordinates the marketing of the credit union's products and services, and is responsible for public relations. Develops strategies to meet changing market conditions.

### **Human Resources Executive**

Highest human resources position. Directs the development, implementation and coordination of policies and programs covering employment, placement, orientation and training, employee relations, compensation, organization development, safety and health, benefits and employee services.

### **Chief Information Officer**

Directs the credit union's information systems, programming, cyber-security, and IT operations functions. Provides senior management with leadership and direction of systems and technology. This is the top information systems/technology executive for the credit union.

**Business Development Executive**

Directs the management team in the development of business opportunities in order to assess potential markets and develop products and services to meet member needs.

**Business Lending Executive**

Responsible for management, supervision, and direction of all business lending activities. Ensures maximum overall profitability of business lending activities. Develops loan policies and objectives and is accountable for entire business loan portfolio.

**Legal Counsel Executive**

Responsible for contracts and regulatory compliance. Manages all relationships with outside counsel.

**Chief Operating Officer**

Often, the #2 position in the credit union. Assists in the overall administration of the credit union, usually with responsibility that includes line and staff departments. Coordinates activities of the credit union in accordance with policies and objectives established by the CEO and/or the Board of Directors. In the absence of the CEO, may act in his/her place.

**Regional Branch Management Executive**

Responsible for the operations of a portion of the credit union's branches. Directs branch managers in the execution of their responsibility. Develops and administers branch operational policies. This portion reports to Branch/Member Services Executive.

**Mortgage Lending Officer**

Reporting to the Chief Lending Officer, responsible for all mortgage lending activities including single, multifamily and refinances. Develops and approves mortgage lending policies, and procedures for approval by the loan committee. May review and approve mortgage applications with final lending authority. Determines interest rate schedules. Directs activities of subordinate staff including mortgage loan officers.

**Senior CUSO Executive**

Directs operations for CUSO (Credit Union Service Organization) activities for your credit union. This should be the highest paid individual at the CUSO.

**Compliance / Enterprise Risk Management Executive**

Directs, develops, and implements programs that ensure credit union is in compliance with applicable laws, regulations, and requirements. Integrates risk management and loss prevention programs into the credit union's business strategy and ensures assets are protected and appropriately managed.

**Chief Member Solutions Officer**

Responsible for growing credit union membership and providing effective member sales and service through the credit union's branch offices, call centers, and electronic channels. Develops, implements, and assesses member services strategy.

**Delivery Channels Executive**

Responsible for the credit union's call center, electronic banking and retail delivery channels. Develops and implements the strategic planning, development and growth of traditional and non-traditional channels. Typically reports to the Chief Member Solutions Officer or Chief Executive Officer.

**E-Commerce Executive**

Directs the credit union's e-commerce planning and functions. Establishes the business model for e-commerce activities that meets member needs. Identifies digital and e-commerce partners aligned with business and brand strategies. Typically reports to the Chief Member Solutions Officer or Chief Executive Officer.

**Investment Services Executive**

Responsible for the development, implementation and monitoring of investment services strategies. Provides leadership and supervision to investment professionals. Works with departments to create new, and cultivate existing, member relationships. Coordinates broker dealer relationship and keeps abreast of competitor, industry and regulatory trends. Typically requires a bachelor's degree in business or related, FINRA series 7 and 66, appropriate life and health insurance designation, and at least 8 years of financial experience.