

Job Title: AVP of Fintech and Mission Integration Department: Marketing

Reports To: VP Marketing and Digital Engagement Classification: Exempt

Job Summary:

The AVP of Fintech and Mission Integration will work closely with senior leaders to establish strategic priorities for new fintech opportunities and leverage existing partnerships to improve efficiencies and member experience. This position will stay current and well informed on fintech opportunities, use cases for artificial intelligence, industry trends and disruptors and stay actively engaged with the SixThirty Accelerator. This role will work directly with the marketing team as an asset to community and credit union outreach and be a spokesperson for the credit union movement with a storytelling strategy that aligns with the organization's Mission, Vision, and Values.

Positions Supervised:

None

Duties/Responsibilities:

- Identify fintech opportunities, manage and build partnerships and integrate fintech solutions across the organization meeting strategic objectives and goals.
- Leverage capabilities and new opportunities with existing fintech partnerships.
- Represent West Community in the SixThirty Circles program by attending meetings and helping mentor assigned portfolio companies.
- Keep senior leaders informed regarding the portfolio companies funded through the SixThirty Circles program.
- Perform research into market trends and financial technologies that assist in achieving business objectives and improved organization performance.
- Work with creative team to develop and implement a comprehensive storytelling strategy that aligns with our Mission, Vision, Values.
- Proactively engage with industry leaders and peers promoting the credit union movement through innovative channels.
- Identify opportunities and be a Credit Union advocate for speaking engagements, panel discussions, and other opportunities to enhance visibility.
- Assist in communicating the brand essence and brand promise through storytelling and outreach efforts to inspire and engage stakeholders and drive positive change within the credit union.
- Maintain an understanding of regulatory guidelines to ensure relationships and products are in compliance and secure and updates are made as regulations change.
- Understanding our members' needs and the technology needed to support them now and in the future.



BANKING ON YOU"

Performance Measurements:

- Fintech research and strategies are well coordinated with Credit Union-wide goals and strategic objectives.
- The Credit Union's risk and exposure during interactions is limited. Credit Union information, products, services, and member privacy are carefully protected.
- Job functions are conducted in accordance with legal requirements and Credit Union procedures and policies.
- Good communication and coordination exist with outside business contacts and trade professionals. Strategic alliances are developed as appropriate.
- Speaking engagements, panel discussions, storytelling activities, presentations, etc. are all planned and well executed while aligning with MVV.
- Representation and support are provided to the SixThirty Circles Program.
- Effective working relations exist with other departments. Assistance is provided as needed.

Required Skills/Abilities:

- Solid analytical and technical abilities.
- Able to organize, coordinate, and direct projects.
- Strong oral and written communications abilities.
- Excellent presentation skills.
- Excellent understanding of business and data modeling including process and operational flow.
- Strong knowledge of fintech, data analytics, and marketing.
- Thorough understanding of Credit Union operations, products, and services.
- Thorough knowledge of industry trends, opportunities, products, and competitors.

Education and Experience:

- Bachelor's degree in computer science, data analytics, marketing or related field.
- Four or more years related experience, preferably in a financial institution.
- Minimum of 1 year in a supervisory role.

Physical Requirements:

- TALKING: Especially where one must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.
- AVERAGE HEARING: Able to hear average or normal conversations and receive ordinary information.
- REPETITIVE MOTION: Movements frequently and regularly required using the wrists, hands, and/or fingers.
- AVERAGE VISUAL ABILITIES: Average, ordinary, visual acuity necessary to prepare or inspect documents, products or operate machinery.
- PHYSICAL STRENGTH: Sedentary work; sitting most of the time. Exerts up to 10 lbs. of force occasionally.

Employee signature below indicates the employee's understanding of the requirements, essential functions, and duties of the position.

Josh Rodriguez	08/21/2023
Employee	Date