



**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.

