



Job Title: Chief Experience Officer
Date Prepared: September 2024
Reports To: President / CEO
Department: Executive
Status: Salary / Exempt

Purpose

The primary purpose of this position is to assist Fremont Federal Credit Union to live our Mission to deliver the Best Advice, Best Service, and Best Products to promote healthy financial living. To accomplish this effort this position must deliver outstanding service to members and team members in alignment with our established Service Standards. In addition, the Chief Experience Officer is responsible for providing energy, creativity, and meaningful insights to help drive strategic business decisions, direction, and results. Reporting to the President/CEO, the CXO will serve as a strong steward of the credit union's brand and take responsibility for Fremont Federal's member experience across all channels. As a member of the Chief Leadership Team, the CXO has executive responsibility for FFCU's branch network, contact center, marketing team, facilities, and digital experience. Has direct responsibility for the administration and supervision of branch, marketing, and member service functions within established policies and guidelines.

Essential Functions

1. Deliver outstanding service to both members and team members in alignment with Fremont FCU's Service Standards.
2. Meet all established performance goals for service as measured by the Internal Service Survey.
3. Empowers, leads, manages, coaches, and develops direct and indirect reports. Ensures performance management, reward and recognition, engagement, and accountability measures within scope of oversight are effective and successful in delivering company strategic objectives.
4. Develop and implement a member experience strategy that 1) transforms all member touchpoints through innovation and systemic change; 2) ensures an exceptional, seamless member experience across all channels delivering personalized experiences when possible; 3) optimizes existing systems and leverages new technologies when appropriate to enhance the member experience; and 4) improves overall organizational performance, including the achievement of growth goals.
5. Develops, builds, and drives the vision, strategies, and tactical action execution needed in assigned lines of business and areas of focus to achieve the short-term and long-term strategies of the company. Establishes, champions, directs, monitors and be accountable for the key business objectives of assigned lines of business and areas of focus.
6. Responsible for revenue generation, expense management, and risk management results of the assigned lines of business and areas of focus. Ensures budgeting, goal setting, business case determinations, and line of business decision making are aligned with and support the company strategic objectives.
7. Align the direction and focus for the credit union's digital assets, branch network, marketing team, and call center with the member experience strategy.
8. Develop, implement, and maintain operational procedures to maximize efficiency and quality of work and to provide consistent quality service to members.
9. Performs other duties or special assignments as assigned.

Qualifications

These specifications are general guidelines based on the minimum experience normally considered essential to the satisfactory performance of this position. The requirements listed below are representative of the knowledge, skill, and/or ability required to perform the position satisfactorily. Individual abilities may result in some deviation from these guidelines. Bachelor's degree in business administration or equivalent experience required, Master's

degree preferred. Requires a broad knowledge of credit union operations and credit union products and services. Ten years of similar or related experience

Culture

Fremont Federal Credit Union is passionate about improving the financial lives of our members. We deliver the best advice, products, and services to promote healthy financial habits. We believe that an energized and empowered team is the pathway to maximizing our mission. We embrace core values of communication, integrity, service, character, and accountability. We believe in perpetual progress, and are proud of a culture of continuous development.

Skills/Abilities

Strong supervisory, ethics, compliance, communication, and leadership skills. Must have strong verbal and interpersonal skills and the ability to effectively communicate with members, management, and staff. Must have a professional appearance, dress, and attitude. Good math and time management skills. Good strategic and creative thinking abilities. Effective stress management and composure. Able to operate a 10-key calculator and computer keyboard. Strong working knowledge of relevant computer software. Ability to plan, organize, and prioritize projects and meet deadlines. Responsible for producing high-quality work, error-free work.

Decision Making

Requires independent thinking and professional judgment. Must identify, analyze, and solve problems. Could involve extremely complex and variable situations.

Results of Actions

The results of an error or failure to follow through on any of these duties of this position could cause a loss of member and employee goodwill and confidence, monetary loss to the credit union, or audit and compliance exceptions.

Supervisory Responsibilities

Responsible for supervising employees who report directly and indirectly to this position including Branch Managers, Marketing team, and operational employees.

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Must be able to communicate through speaking and hearing and use visual acuity for examining and reading documentation. Position is required to sit, pull, push, reach, and use repetitive hand motions.

Working Conditions

Work is performed primarily indoors with some potential for exposure to safety and health hazards related to electronics work. May require periodic travel between branches. There is exposure to potentially hazardous conditions such as robbery. Employees are to receive detailed instructions and procedures to follow to minimize risk. In accordance with the American with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodation will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization. Position may be required to work long or unusual hours on occasion. Ability to work overtime, attend meetings, seminars, and travel.

Work Authorization

FFCU requires that all employees be legally authorized to work in the United States, and it abides by all laws that prohibit the employment of undocumented foreign nationals. Any person employed must complete the federal Employment Eligibility Verification Form (I-9) within three days of hire.

Equal Opportunity

FFCU provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, gender identity, sexual orientation, marital status, religion, age, disability, results of genetic testing, or service in the military. Equal employment opportunity applies to all terms and conditions of employment.

Diversity Statement

FFCU is committed to creating and maintaining a workplace in which all employees have an opportunity to participate and contribute to the success of the business and are valued for their skills, experience, and unique perspectives. This commitment is embodied in FFCU policy and the way we do business.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Employee Signature: _____

Employee Print Name: _____

Date: _____