



609 W 21ST ST
YANKTON SD 57078

JOB DESCRIPTION

General Job Title: Member Experience Manager

Dept: Operations, Main and/or Branch

Original Date: 6/16/2024

Revised Date: 06/16/2024

Approved By: CEO, COO & HR

Salary Grade: X

Basic Function and Scope of Responsibilities:

A Member Experience Manager is responsible for overseeing and managing the overall experience of members with Explorers CU according to our Member Service Standards. Their primary goal is to ensure that members have a positive and satisfactory experience at every touchpoint throughout their journey. Member Experience Managers play a crucial role in building and maintaining strong member relationships. They work closely with various departments such as MSRs, marketing, and product development, to create a seamless and consistent member experience.

The Member Experience Manager serves as the operational reference for the Member Services department, including tellers, new accounts, and digital account guides. These duties include but are not limited to supervising and leading Member Services staff, assisting in the coaching, training, and the development of Member Services Team Members. Balances and maintains vault cash. Works with the Compliance Officer to ensure CTRs are documented and identify SARs that need to be filed. Schedules work hours and breaks for all Member services personnel. Assist with balancing and maintaining TCR (Teller Cash Recyclers) and TCD (Teller Cash Dispensers). Research and resolve member questions, problems and concerns by telephone, written correspondence or in person.

Principal Responsibilities:

- Champion opportunities to consistently improve the brand experience
- Drive member retention and increase member satisfaction
- Map the end-to-end member journey, identifying areas for improvement
- Gather real time feedback from members and ensure this feedback is incorporated into the sales process for an improved member experience
- Measure Net Promoter Score (NPS) and put in place a program to respond to feedback
- Develop and implement member satisfaction surveys (MSAT), analyzing and actioning responses
- Utilize tools available to monitor member experience
- Prepare and manage annual budgets in achieving set objectives and goals
- Mentor, Train, and Educate Team Members on delivering exceptional member service.
- Supervise Member Services operations by assigning work, answering questions, solving problems, helping with complex

transactions and sensitive member relations problems, explaining policies and procedures to members, and providing assistance to the MSR staff when needed.

- Maintain a highly motivated, well-trained staff & establish effective employee relations. Address member service issues immediately.
- Investigate MSR losses & institute corrective measures.
- Assists manager with interviews, coaching, disciplinary action as needed, including reporting documented occurrences and supporting training plans
- Creates and supervises Teller schedule. Ensures adequate staff on the teller line, coordinates break times for staff.
- Trained to Balance Vault / TCRs / TCDs
- Aide COO in implementing approved procedures for MSR staff
- Has Supervisory Override authority and Teller Reversal Authority
- Approve transactions that are an exception to ECU policy or require a supervisor to override. Approve refunds of member service fees as appropriate
- Research Bill Pay transactions and Debit Card Transactions
- The list of essential functions is not exhaustive. It may be supplemented as necessary from time to time.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

Education Requirements:

Bachelor's degree in business administration marketing, hospitality management or related field or equivalent experience required.

Training, Skills, Knowledge and/or Experience:

- 3-5 years leadership experience and proven passion for developing and leading people required
 - Knowledge of Teller operations and procedures. Two years of previous experience managing cash preferred. Basic understanding of Credit Union operations.
 - Excellent interpersonal and communication skills along with math and keyboarding skills
 - Strong attention to detail and excellent organizational skills.
 - Proven experience implementing new member experience processes and standards
 - Be a confident decision maker, and open to testing and learning for better member outcomes
 - Professional appearance, dress, and attitude
 - Ability to operate related computer applications and other business equipment including calculator, TCR, TCD, copy machine, coin machine, and telephone.
-

Authority:

Decision Making

What is the nature of the direct supervision that is provided to the incumbent of this position?

- Minimal supervision is given.
-

Supervisory Responsibility:

Directly responsible for supervising Member Services Team

Organizational Structure:

Job Title to which this position reports: COO

Job Titles directly reporting to this position: Member Services Team (full and part-time)

Job Titles indirectly reporting to this position (e.g., Titles reporting to position's subordinates): None

Working Conditions:

Normal office environment.

Physical surroundings Teller line / Drive up window / Computer equipment

Physical Effort: Significant amount of time standing. Frequent typing and using a computer mouse etc. Reasonable accommodations may be made. Inform your supervisor if you require assistance.

Domestic/International Travel: As needed.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this position. They are not intended to be an exhaustive list of all associated responsibilities, skills, efforts, or working conditions. Explorers FCU, reserves the right to change, amend, add, delete, and otherwise assign any and all duties, responsibilities, and position titles as it deems necessary to meet the needs of the business.

Explorers Credit Union is an Equal Opportunity Employer.