

**KAUAI GOVERNMENT EFCU
 Job Description**

Job Title: Director of Branch Operations	Effective Date: April 2021
FLSA Status: Exempt	
Reports to: EVP/Chief Operations Officer	
PURPOSE AND SCOPE	
<ul style="list-style-type: none"> • Responsible and accountable for executing the credit union’s member experience and strategic growth strategies as they relate to branch operations at all credit union offices and the credit union’s Lokahi Partner business development program. • Advocates for business transformation to promote member loyalty and growth. Examines current practices, and challenges the status quo to continually improve the credit union’s member experience and expand the member base. • Provides leadership and guidance to the credit union staff for execution and improvement of daily functions of the branch operations. Passionately inspires credit union staff to own and deliver an exceptional member experience in every member interaction. • Understands, supports, and advances the mission of the credit union. Exercises sound judgment in making decisions to the mutual benefit of the member and the credit union within the framework of the credit union’s mission. 	
ESSENTIAL JOB FUNCTIONS	
1. Responsible for the coordination of the day-to-day branch operations. Ensures that operations are in line with the overall member experience strategy as set forth by the executive team.	
2. Promotes the credit union’s strategic objectives related to workplace culture. Actively develops and provides support to the branch teams. Participates in the hiring and onboarding of new staff. Puts systems in place to train, coach, and facilitate career growth plans for branch staff. Conducts performance appraisals of direct reports.	
3. Maintains a service culture and member experience that is consistent with the credit union’s brand. Motivates branch leaders and staff to focus on delivering an exceptional member experience, achieving individual and organizational goals, and driving growth. Holds staff accountable for performance standards that adhere to the credit union’s culture.	
4. Actively participates in annual and ad hoc goal setting. Achieves credit union assigned goals and revenue/expense targets. Sets performance objectives for branch and Business Development teams.	
5. Develops and implements business plans for branches and business development, working closely with Marketing, Community Development and assigned Business Development Officer. Works with Business Development to create strategy plan for growth and retention. Actively participates in member acquisition and retention activities.	
6. Prepares regular reports on the credit union’s performance for use by the executive management team and the Board of Directors	

7. Works closely with the EVP/Chief Operations Officer to ensure that branch operations processes and programs are appropriate and relevant to the credit union's existing and potential membership base. Leads projects and initiatives as assigned by management. May develop and document procedures. Establishes consistent processes across all branch offices.
8. Participates in community outreach with an eye toward identifying the needs of the community and opportunities for enhancing the credit union's member experience and product positioning. Effectively represents and promotes the credit union and develops new business relationships.
9. Plans, evaluates, and optimizes operations to be efficient, cost effective and member focused, while maintaining appropriate internal controls. Sets expectations and holds staff accountable for adherence to proper controls and timely reviews.
10. Manages relationships with third-parties necessary to facilitate effective branch operations. Actively pursues partnerships and explores innovative solutions to bring additional value to the branch offices and the membership.
11. Handles escalated member issues, incident reports, and legal actions, as needed.
12. Ensures the safekeeping of credit union assets, including structures, equipment, employees, inventory, and cash.
13. Responsible for regulatory compliance within the branch offices. Must comply with applicable policies, laws and regulations, including but not limited to the Bank Secrecy Act, the USA PATRIOT Act, Office of Foreign Assets Control, and the Equal Credit Opportunity Act.
14. Projects a positive attitude and infectious enthusiasm.
15. Performs other duties as assigned.

SUPERVISION RECEIVED
<ul style="list-style-type: none"> • Able to work with minimal direct supervision from the EVP/Chief Operations Officer. • Empowered to solve problems in a professional and timely manner. • Exercise discretion and independent judgment in tasks/situations detailed in departmental procedures.
MANAGEMENT/SUPERVISORY RESPONSIBILITIES
Directly Supervises: Member Relations Manager(s) or equivalent branch office lead, and Business Development Officer.

IDEAL EDUCATION AND/OR EXPERIENCE

- High school diploma/GED required.
- Bachelor's degree in business administration, management, or a similar field preferred.
- 3+ years of management and leadership experience.
- Excellent communication skills, both verbal and written.
- Proficiency in Microsoft Office required. Familiarity with CRM systems and project management tools, a plus.
- Excellent leadership and decision-making skills.
- Ability to multitask and work efficiently under pressure.
- Sufficient expertise and experience to promote the credit union's member experience philosophy and standards, as well as to guide the development of products and services designed to enhance the member experience.

PHYSICAL DEMANDS

Work Environment:

- "Moderate" noise level in an enclosed air-conditioned facility (e.g., office with computers, printers, work area with light traffic, telephones, etc.).
- May require continuous communication via telephone and other electronic messaging for up to 4 hours.
- Usually indoor work with occasional work outdoors.
- Must be able to lift, push, and pull a minimum of 25 lbs.
- Must be able to operate office equipment such as: computer, typewriter, fax, telephone, photocopier, and calculator.
- Position may require prolonged sitting, standing, and walking.

TRAVEL REQUIREMENTS

Some travel may be required to attend meeting/educational offerings by car or aircraft to various locations throughout the United States. The length of the travel varies by purpose.

Must be able to regularly travel between the main office in Lihue and the Kilauea office in order to ensure effective operations and to attend required meetings or training sessions.

ATTENDANCE REQUIREMENTS

- Please note that scheduled attendance requirements may change due to business needs.
- Schedule will flex according to branch operations needs.
- Scheduled days of work when the credit union is open:
 - Monday – Thursday from 8:00am – 4:45pm
 - Friday from 8:00am – 5:45pm
 - Saturday from 8:30am – 1:30pm
- Must be able to work additional hours, weekends, and Holidays as needed.