



**EMPLOYMENT OPPORTUNITY
VISION CREDIT UNION LTD.
CAMROSE, AB
VICE PRESIDENT OF SALES**

The Position:

The Vice President of Sales is responsible for the effective and targeted execution of the annual business plan regarding sales by leading the regional managers, who oversee branches varying in size and complexity. This role's priority is to motivate and influence the regional managers to deliver exceptional member experience through their branch networks, acquire and retain profitable members, grow market and wallet share, grow Vision Credit Union Ltd. brand, and acquire sustainable growth, while also ensuring proper risk management practices are in place.

This is a full time permanent position.

For complete job posting details, please visit our website www.visioncu.ca/personal/aboutus/careers

The Person:

- University degree in business discipline or acceptable alternatives.
- 10 years' in financial institutions with a minimum of 5 years in management and a network of financial institutions branches.
- Excellent management, negotiating and organizational skills.
- Demonstrated ability to lead a team and achieve results.
- Strong work ethic and positive team attitude.
- Works effectively in an entrepreneurial, collaborative environment, and is able to direct and work in harmony with a diverse group of highly motivated and capable individuals.

Compensation:

- Salary range \$110,000 to \$150,000/annually
- Comprehensive benefits package.

SUBMIT RESUME AND COVER LETTER TO:
Jennifer Hormann,
Manager of Accounting and Human Resources
Vision Credit Union Ltd.
Corporate Office
5007 – 51 Street
Camrose, Alberta T4V 1S6
Fax 780-679-0569
jobs@visioncu.ca

Only those individuals invited for an interview will be contacted.

Position Title: Vice President of Sales
Reports To: Senior Vice President of Operations

Summary

The Vice President of Sales is responsible for the effective and targeted execution of the annual business plan regarding sales by leading the regional managers, who oversee branches varying in size and complexity. This role's priority is to motivate and influence the regional managers to deliver exceptional member experience through their branch networks, acquire and retain profitable members, grow market and wallet share, grow Vision Credit Union Ltd. brand, and acquire sustainable growth, while also ensuring proper risk management practices are in place.

Core Competencies

- Member Focus
- Communication
- Energy and Stress
- Team Work
- Quality Orientation
- Time Management
- Adaptability/Flexibility
- Creative and Innovative Thinking
- Decision Making and Judgement
- Planning and Organizing
- Problem Solving
- Result Focus
- Accountability and Dependability
- Ethics and Integrity
- Mediating and Negotiating
- Providing Consultation
- Leadership
- Coaching and Mentoring
- Staff Management
- Enforcing Laws, Rules and Regulations
- Mathematical Reasoning
- Analytical Thinking
- Networking and Relationship Building
- Organizational Awareness
- Development and Continual Learning

Job Duties/Responsibilities

- Accountable for all sales aspects of Vision Credit Union Ltd. branches including its member experience outcomes, financial performance, operating efficiency, quality and effectiveness of sales and service delivery, and employee engagement and development.
- Develops a proactive team that is accountable and delivers a superior banking experience meeting or exceeding member expectations, while ensuring effective execution of business, operational and sales plans, and achievement of sales and profit objectives.
- Assists the Regional Managers and Vice President of Banking Operations with translating the strategic direction into operational plans to achieve financial results, targeted growth in sales, member referrals, expenses, membership growth and retention, and profitability.

- Oversees development of branch targets and sales plans among all Vision Credit Union Ltd. branches, as well as the successful execution, implementation and continuous improvement of plans.
- Develops an effective sales communication framework, in collaboration with the Regional Managers, to communicate sales goals, priorities, results and performance levels across areas of oversight; maintains current industry and market competitive knowledge and utilizes this information in the development of robust, effective sales approaches that align within Vision Credit Union Ltd.'s overall sales and service approach.
- Represents the Credit Union in local communities through participation in activities such as corporate sponsorship activities, or community events and networks; regularly assesses local competition and identifies local market opportunities to support the branches in business development.
- Articulates, demonstrates, and coaches effective business development, sales, and service best practices, principles and techniques to increase the Regional Managers staff proficiency in identifying, leveraging and closing sales opportunities.
- Builds strong relationships with external business partners ensuring member needs remain at the forefront of business decisions.
- Leads change by encouraging and influencing staff to embrace new processes, technology, and business systems.
- Works with the Regional Managers to continually assesses and improves levels of performance, supporting ongoing employee development and career planning, providing frequent feedback and guidance, and taking action to close any identified gaps.
- Collaborates with the Senior Vice President of Operations and Regional Managers to assess specific or unique regional sales support needs, and applies, develops, or sources appropriate sales programs/ initiatives to optimize sales opportunities; supports overall area's objectives and performance targets and shares best practices and sales programs with peers.
- Acts as a business partner across the organization, building positive and supportive relationships that enable and encourage cross-functional collaboration, innovation, and operational efficiency.
- Achieves and sustains a balanced approach to managing the Credit Union's risk profile by ensuring risk and compliance controls and processes are integrated into business and operational activities.
- Identifies emerging issues and trends to inform decision-making; resolves complex member complaints in consultation with the Vice President of Banking Operations and the Regional Managers to ensure needs of members and credit union are met; escalates to the Executive Team as appropriate, with recommendations and/ or solutions.
- Adhere to all Vision Credit Union Ltd. policies and procedures.
- Follow all compliance policies and procedures in relation to Anti-Money Laundering and Anti-Terrorist Financing Guidelines.
- Assist Senior Vice President of Operations with other duties as assigned.

Requirements

- University degree in business discipline or acceptable alternatives.
- 10 years' in financial institutions with a minimum of 5 years in management and a network of financial institutions branches.
- Excellent management, negotiating and organizational skills.
- Demonstrated ability to lead a team and achieve results.
- Experience in budgeting, project management, and supervision of all organizational operations.
- Strong interpersonal and communication skills.
- Able to prioritize and focus associates on appropriate tasks.
- Working knowledge of Microsoft Office products.
- Proficient with word processing and spreadsheets.

- Demonstrated ability to read and interpret financial documents and spreadsheets.
- Works well under pressure and makes deadlines.
- Works effectively in an entrepreneurial, collaborative environment, and is able to direct and work in harmony with a diverse group of highly motivated and capable individuals.
- Demonstrated relationship-building skills.
- Solid judgement.
- Critical thinking skills.
- Ability to handle multiple tasks.
- Highly organized.
- Willing and able to exercise the authority entrusted in order to accomplish assigned duties and responsibilities.
- Effective attention to detail and a high degree of accuracy.
- High level of integrity, confidentiality, and accountability.
- Strong work ethic and positive team attitude.
- Ability to respond appropriately in pressure situations with a calm and steady demeanor.
- A well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills.
- Excellent teamwork and team building skills.
- Able to effectively communicate both verbally and in writing.
- Able to build and maintain lasting relationships with other departments, key business partners, and government agencies.
- Strong problem identification and problem resolution skills.

Vision Credit Union Ltd. – we “see” banking differently.

We may very well be the right fit for *you*....and *you* for us.

We’re Vision Credit Union. Although we offer loans, deposits, financial planning service, RRSP’s, mutual funds, insurance products and other product that most F.I.’s are able to offer, we do things a little (some would say a lot) different at our “shop”.

Our focus is our 25,000 member-owners. We’re an organization based on principles over profit. If you are eager to launch a rewarding career with our organization, you will need to be able to naturally and consistently provide “well above the norm” member service. After all, the Credit Union system has been chosen tops in Canada for twelve years straight in the area of customer service. That’s a reputation we pledge to continue.

We believe that charging excessive fees or providing products and services that benefit our Credit Union more than our valued members is wrong. We also believe that the bulk of our profits must be shared by our members and that some of our profits need to be channeled back to community initiatives in the small rural communities where we live and work.

At Vision Credit Union, an equal opportunity employer, we treat members special. Our goal is to ensure that every one of our members feels like an extension of our “family”. The team, of which you would be a part, is small in numbers but capable of “moving mountains”. We believe in common purpose (life-long member-owners). We strive for error-free work and accountability. We’re collectively recognized for our great work: in both 2016 and 2017 Vision C.U. was named one of ***Alberta’s Top 70 Employers***. In 2016, 2018 and 2019, Vision earned the title: ***Alberta’s Credit Union of the Year***.

We are always “on the hunt” for enthusiastic, astute and motivated team members. Joining us represents an opportunity to go home from work feeling fulfilled. At Vision, you will enjoy a salary that is at or above industry standards and there are exceptional advancement opportunities for the right individual. If you feel you can offer skill and passion to help our organization continue being the financial service provider of choice in rural and entrepreneurial Alberta, we invite your resume.