

POSITION DESCRIPTION

CCCU MISSION STATEMENT

Our mission is to partner with members and ministries to help them become better stewards and achieve their financial goals.

VISION STATEMENT

Making a positive difference.

CLASSIFICATION:	PRODUCT MANAGER
FLSA STATUS:	NON-EXEMPT, NON-MANAGEMENT
REPORTS TO:	EXECUTIVE VICE PRESIDENT, CHIEF OPERATING OFFICER
LOCATION:	SAN DIMAS
HOURS:	MONDAY – FRIDAY, 8:30am to 5:30pm (Flexible 40 hours per week) Management reserves the right to modify the work schedule as necessary.

GENERAL RESPONSIBILITIES:

The Product Manager works with all levels of management to lead end-to-end product design which includes product development process improvement, creation of new products, value-added modifications to existing products, enhancements to existing loyalty programs, and partnering with Marketing in the development and management of product promotions. The primary goals of this position are to grow product penetration and profitability in accordance with strategic objectives, develop short and long-term product roadmaps that support consistent profitability growth, and develop best-in-class products that deliver best-in-class margins.

PRINCIPAL ACCOUNTABILITIES:

- Deliver outstanding service that meets the expectations of our Service Promises. We promise to:
 - Honor God in how we serve you.
 - Exceed your expectations.
 - Appreciate our partnership.
 - Recognize your needs and recommend the best possible solution.
 - Treat your requests in a timely and confidential manner.
- Demonstrate enthusiastic support of corporate mission, core values and long-term objectives
- Meet or exceed the standard score on the annual product knowledge certification
- Meet or exceed service goals as established by the Credit Union
- Comply with all regulatory requirements for financial institutions, including but not limited to Bank Secrecy Act, Anti-Money Laundering, USA Patriot Act, OFAC and Fair Lending Regulations
- Develop and execute end-to-end growth initiatives for new and existing products, including but not limited to; business plans, promotions, product enhancements, business and financial case analyses, and new product development
- Responsible to work with leaders to achieve profitable growth across multiple products and channels
- Research the market and develop plans for differentiated and highly competitive product feature sets
- Collaborate with others to create proforma analyses, marketing plans, fulfillment plans, business analyses, and presentations
- Manage product roadmap/pipeline through continuous innovation
- Coordinate and drive opportunities to test and expand product penetration into desired segments
- In partnership with Marketing and business-line leaders, create comprehensive product campaigns that balance growth, profitability, strategic fit, risk, and integration into Credit Union processes

- Work with management to ensure that product policies, guidelines, and other relevant information is properly documented and distributed to all stakeholders
- Provide and/or facilitate product training sessions for staff, as needed, to educate and engage others in objectives, products, promotions, and overall goal achievement
- Work closely with senior leaders to integrate product strategies with underwriting practices, risk and control policies, and business objectives
- Responsible for defining and prioritizing product requirements, aligning products with target market and risk/return parameters
- Work with business-line management to lead, coordinate and track product development activities, providing a holistic view of innovation activity and other competitive factors
- Define, monitor and report on KPI's and specific performance criteria that are aligned with strategic goals
- Develop forecasts, analyses, and plans to assist in budgeting and goal setting
- Help promote teamwork, goal achievement, and engagement throughout the CU team to support the lending objectives.
- Work with other departments and vendors to develop products, effectively market them, and prepare financial proforma and post analyses to measure success
- Work with other stakeholders to develop product positioning, reporting and messaging; coordinate pricing targets with relevant partners
- Assist in the design and implementation of training to address and build necessary awareness of expertise in products throughout the Credit Union
- Work with others to develop the promotion strategy, including the promotional calendar
- Serve as a product champion for stakeholders and management
- Review internal/external messaging and delivery channels to promote completeness and correctness of information, as well as to maintain competitiveness of CU programs
- Manage and execute on defined product roadmaps to advance the Credit Union's product and service strategies (product position, segmentation, pricing, member utilization, competitive research, industry trends and ROI analysis)
- Collaborate with cross-functional teams and business-line leads to understand business needs and goals, and identify opportunities to improve the member experience through developing value-add products and services
- Evaluate how products and services are delivered and the effectiveness across all channels
- Utilize journey mapping to identify member friction, and guide implementation of outcomes
- Assist in the development of annual deposit forecasts and pricing of retail deposit products through competitive research, trend analysis and rate recommendations
- Perform other related duties as assigned

REQUIREMENTS:

Minimum five years in financial institution branch management or product management required

Bachelor's degree in Business Administration, Marketing, or related field preferred

Minimum three years' experience utilizing and implementing different product pricing strategies preferred

Deposit product pricing and sales management experience preferred

Consumer loan product management experience that includes auto loans and credit cards or product sales preferred

Proficient in Microsoft Office applications: Word, Excel, PowerPoint, Outlook

Knowledge of financial forecasting, creation of budgets and financial justification for product business decisions

Knowledge and understanding of the financial services industry, preferably credit unions and/or the payments industry

Must possess independent judgement and decision-making skills

Ability to self-direct in managing day-to-day tasks

Knowledge of strategic planning process

Knowledge of Product Lifecycle Management (PLM) tenets

Skilled at driving projects to completion in a timely manner, meeting pre-determined deadlines

Market research and analysis skills, including sizing and market need

Skilled at evaluation of business and product opportunities
Ability to assess impact on organization and operational environment of new product initiatives
Strong organizational skills and detail-oriented
Ability to effectively lead and communicate to all levels of employees, including senior management
Strong analytical and business acumen abilities
Solid interpersonal skills and self-confidence with ability to listen effectively and communicate influentially
Proven track record and experience in strong presentation skills to both a large and small group
Effective and professional verbal and written communication skills
Excellent listening skills
Ability to lift up to 20 lbs
Ability to exercise confidentiality
Regular attendance and punctuality
Ability to work as part of a team
Professional appearance
English literacy

This job description is to be used as an employee guideline. Management reserves the right to amend this job description if necessary.

Classification Specification for:
Product Manager

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 accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the essential functions of this job, the employee:	Occasionally (up to 3 hours per work day)	Frequently (3 - 6 hours per work day)	Regularly (more than 6 hours per work day)
Sits			X
Stands	X		
Walks	X		
Bends neck or waist	X		
Twists neck or waist	X		
Stoops or kneels	X		
Uses hands to finger, handle or grasp		X	
Repetitively uses fingers			X
Reaches, pulls or pushes below shoulder level	X		
Reaches, pulls or pushes above shoulder level	X		
Lifts and carries	Up to 20 lbs		
Talks	X		
Hears	X		
Sees			X
Drives a vehicle	N/A		

Work Environment - The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Working Condition:	Description:
Mobility	Minimal
Noise Level	Minimal
Hazardous	Minimal

Acknowledgment

I certify that I received a copy of this Classification Specification and I have read and understand what is required of me to meet the performance standards of the job.

Signature:	Date:
Name (Printed or Typed):	