



Advancing Leadership Institute

Executive Vice President

Downey FCU

\$170M

Downey, CA

Downey FCU has created an opportunity for an Executive Vice President to assume the leadership of the daily operations of the entire organization; with a successful track record, this person could be seen as a CEO successor by the board in the future. This leader will take an already well run institution to its next level of sophistication, operation and cultural engagement while remaining true to the credit union's mission of being the choice credit union for the city of Downey, CA.

Originally chartered as an educational credit union in '57, the credit union brought on the city's community hospital as its second major SEG and in time expanded to a community charter in 2000. Today the educational and medical communities remain the largest base of membership. With strong capital and earnings, the organization runs a conservative balance sheet and makes decisions in order to continue serving its members forever.

One of the initial focuses of this role will be to develop a marketing function that appeals to the current and potential membership using social media and the website as significant sales and service channels. The continuation and expansion of the Community Development, business relations and educational awareness will be another primary focus of this role. Creating new and deepening current relationships with the two major SEGs and community of Downey will be prime indicators of success for the short and long term of this role and the organization.

As a broader charge, the successful candidate will provide leadership, guidance and mentorship to the other functions and departments of the organization including: Operations, Branches, IT, Facilities, Collections, Lending, Accounting and Cards. This person will cultivate greater staff engagement by instilling sound decision making skills, encouraging the setting and achieving of goals and demonstrating accountability and professionalism. In short, the staff will depend on this leader to take their already well run organization to the next level of success.

With the knowledge of the daily activities of the credit union, this person will participate and help guide the strategic planning process with the ultimate goal of better serving their current and potential membership. After developing the strategic plan, this role will engage the staff with a detailed plan outlining the tactical steps and procedures to fulfill on the long term goals.

Required for success in this role will be at least ten years' experience within the credit union industry with a legacy of developing managers and leaders. Experience in marketing & social media as it relates to financial services, business development, branch operations, lending and collections are a must to be considered for this role.

To learn more about this role please send your resume to Peter Myers (pmyers@ddjmyers.com).