



Advancing Leadership Institute

**Vice President of Business Planning & Analysis**  
**Coastal Federal Credit Union**  
**Raleigh, NC**

Our client, established in 1967, formed through the efforts of eight employees of the International Business Machines Corporation (IBM). It was their hope that the Credit Union would meet the financial needs of the local IBM community in Raleigh. Their vision was true and in 1991, the field of membership was expanded to include employees of other businesses throughout the Triangle and North Carolina region. Today, with over \$2 billion in assets, Coastal FCU provides services to more than 188,000 members worldwide through a network of fourteen branches and their Transaction Call Center. Its mission is “to deliver quality services and solutions to our membership and to foster the Credit Union philosophy of people helping people.”

Coastal FCU offers a strong positive culture with a challenging but supportive executive team and a motivated staff. True teamwork, along with strong growth objectives, is evident throughout the credit union, as well as the desire to do well and provide quality service to its members. The Vice President of Business Planning & Analysis will lead the Finance and Accounting functions of the credit union in accordance with generally accepted accounting principles. This person will be responsible for the administration, review and reconciliation of the credit union asset/liability risk management system and other credit union financial activities. This key role will assure that credit union policies and procedures and state and federal rules and regulations are maintained in all areas of responsibility. In addition, this person will provide supervision and guidance to all Finance and Accounting personnel.

As a member of the management team, this individual will participate fully in the strategic planning process and will act as a strategic business advisor to management providing the financial information and analytical tools needed to make informed business decisions. Identification and exploration of new business opportunities is key to the success of this position. Communication skills, both written and verbal, are necessary as well as leadership presence both internal and external to the credit union.

**MAJOR DUTIES & RESPONSIBILITIES**

The Vice President of Business Planning & Analysis is responsible for overseeing the functions necessary to ensure Coastal Federal Credit Union’s activities achieve desired financial results. These include ALM, budgeting, planning, profitability and cost accounting, product profitability, member behavior and profitability, pricing, and financial and liquidity forecasting.

1. Full support for the effective maintenance of the corporate ALM and liquidity measurement functions; helps manage the balance sheet by following ALCO and liquidity policies and objectives including established risk parameters; operating,

maintaining, and updating an ALM model and preparing quality ALCO and liquidity reports reflecting compliance with policy, or identifying and qualifying non-compliance with policy along with corrective action for potential risk exposures; using financial tools and other resources to stay current in economic trends and appropriate comparative and marginal pricing for assets and liabilities.

2. Strategic financial planning and budget development at corporate and responsibility / profit center level to include annual base budget, scenario and sensitivity analysis, and monthly reporting.
3. Prepare analysis of the financial performance of the various products and services offered by the credit union to include their contribution to the overall financial performance of the institution. This also includes the effects on financial performance at the product and overall institution level of member behavior.
4. Evaluate pricing strategies in concert with other parts of the business to influence risk and return profiles of the balance sheet.
5. Responsible for general management and supervision of multiple employees, both on-staff and outsourced, when necessary; ensuring that staff are properly trained, motivated, and rewarded for them to meet unit and corporate goals in their roles; securing and maintaining adequate staff to effectively deliver the service and achieve the goals as described above; and appraising them within Human Resource guidelines for the credit union.
6. Strategic financial analysis in the effective allocation of capital assets and capital planning policy; developing and supplying models for feasibility analysis of proposed capital acquisitions, mergers, divestitures, and new strategic planning projects to include mergers and corporate acquisitions; providing analytical support for portfolio management; designing and selecting on-balance sheet and off balance sheet hedging strategies.
7. Performs other related duties as assigned.

## **EXPECTATIONS**

--Optimize financial performance by providing the information necessary to maintain appropriate levels of interest rate and liquidity risks.

--Provide guidance to the business that allows for constant improvement of value provided to our members via an enhanced business wide understanding of our financial model.

--Provide proactive insight into factors that influence profitability and risk.

--Provide for the professional growth of the department via mentoring, coaching and training of staff.

--To maintain a dependable record of attendance and timeliness.

### **QUALIFICATIONS**

1. A minimum of ten years financial management and accounting experience within a financial services organization (credit union, bank, etc) of similar size and complexity.
2. Extensive knowledge of accounting principles and practices, investment portfolio analytics/management and best in class asset/liability management skills.
3. The ability to read, analyze and interpret complex documents. To respond effectively to the most sensitive inquiries and/or complaints. Must possess the ability to make effective and persuasive presentations on complex topics to the Board of Directors and other outside groups.
4. Professional, well-developed interpersonal skills necessary for communicating with members, co-workers, vendors, regulators and Board of Directors.
5. Demonstrated collaborative skills and the ability to work well within a team in a creative, fast-paced and deadline-oriented environment.
6. Thorough knowledge of the Credit Union's policies, procedures, programs, products and services as they relate to the accounting, finance, investments and related functions.
7. Comprehensive understanding of management practices and techniques.
8. An energetic, forward-thinking and creative individual with high ethical standards and a professional image.
9. An undergraduate degree in accounting, finance or business or completion of specialized courses of study at a university or college; CPA, CFA and/or MBA preferred.
10. Proficiency with MS-Office and knowledge of planning, ALM, financial performance and database software.

**Contact:** Kirk Gove, (800) 574 8877 ext. 105 or at [kgove@ddjmyers.com](mailto:kgove@ddjmyers.com)