

**Chief Experience Officer**

**Be a part of our team and help make a difference in our community!** Alternatives Federal Credit Union is a non-profit Community Development Financial Institution. We are dedicated to building wealth and creating economic opportunity for those who are underserved in our community.

Alternatives is currently hiring for the position of **Chief Experience Officer.** The Chief Experience Officer works in collaboration with the CEO, Board of Directors, Executive Team, and staff to create, work towards, and coordinate the overall strategic direction and progress of the organization.

**Essential functions**

*Executive management*

* Collaborates on strategic and tactical plans
* Collaborates on all aspects of the member experience to ensure Alternatives offers a consistent experience (brand/message/service continuity) to members across all delivery channels and touchpoints
* One of primary voices and strategists for public relations and media contact
* Works with all stakeholders to align the member experience and program integration
* Identifies and prioritizes short and long-term objectives which support the Mission and Strategic Plan
* Acts as a liaison to ensure every department’s business objectives are aligned with fulfilling the brand strategy and mission
* Develops a culture that promotes high engagement for all staff
* Ensures goals are well communicated and understood, creating a collaborative environment, building confidence and trust, and creating cooperation among team members in achieving goals
* Leverages data mining initiatives for various purposes such as demonstrating impact and identifying marketing and outreach opportunities

*Marketing leadership*

* Direct supervision of Marketing Director
* Coaches staff to embody cultural values, delivery expectations, and create a consistent experience for Alternatives members
* Assures that marketing and brand experience are sufficiently strategized, implemented, supported, and embedded into the delivery of product, service, and all Alternatives’ initiatives
* Oversees Marketing Department strategy, budgeting, outcome tracking, and reporting
* Manages internal communications to best achieve marketing strategy, outreach goals, staff participation, and serving member needs
* Develops and oversees a coordinated effort of outreach, networking, and ambassadorship which includes training for staff, board, and others to maximize aligned community and external interaction with a personal and consistent message about Alternatives

*Development leadership*

* Direct supervision of Development Director
* Assist finding new sources of fundraising
* Assist building and maintaining relationships with funders
* Integrating Development outreach with Marketing and Community Programs outreach
* Collaborating with data analytics efforts to track data and demonstrate impact

*Mission and programs leadership*

* Leads coordination of outreach for both Alternatives’ community programs initiatives and marketing
* Develops and maintains coordinated relationships with community partners, trade associations, and relevant third parties
* Assist in streamlining services and identifying opportunities for innovative solutions that continue to financially empower members and differentiate Alternatives in the marketplace
* Measures ongoing effectiveness of each of Alternatives’ community programs and identifies improvement opportunities that evolve with member needs and expectations
* Promotes innovation by encouraging staff closest to members to be participatory and communicate ideas and member developing needs so Alternatives may consider meeting these needs with product offerings, services, and programs
* Champions the Credit Union and Community Development Financial Institution movements, especially regarding Community Development Credit Unions

**Skills and competencies**

* Possesses exceptional verbal and written communication skills to deliver presentations on complex topics to management, the board, committees, funders, politicians, and outside groups
* Ability to draft and articulate creative content related to all aspects of Alternatives, both independently and collaboratively including managing efforts of others
* Knowledge of consumer, business and real estate lending policies, procedures, regulations, and systems
* Knowledge of operations policies, procedures, regulations, and systems
* Skilled in leveraging critical relationships and communicating effectively with key stakeholders to articulate and influence change
* Excellent analytical and problem-solving skills
* Proven leadership skills with the ability to motivate, inspire, and engage
* Strategic thinker, business acumen, financial and project management
* Dynamic public speaking, relationship building, helping inspire the staff and public to action
* Perceptive ability to relate to individuals at all levels
* Excellent interpersonal skills and diplomacy needed in dealing with members, staff, Board, the media, government officials, third parties, community partners, and the public
* Ability to work in a fast-paced environment and multi-task under pressure

**Education and experience**

* Bachelors and preferably Master’s Degree in related field
* Preferably a minimum of ten years of experience in the Community Development Credit Union industry, and/or Community Development Financial Institution industry.

*All qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, (including pregnancy, gender identity, and sexual orientation), national origin, citizenship, disability, military leave or veteran status, genetic information, or any other status protected by applicable federal, state, or local law.*Interested applicants should apply online at **alternatives.org**.

**About Alternatives Federal Credit Union: About Alternatives Federal Credit Union:**  Alternatives Federal Credit Union is a $110 million dollar asset Community Development Financial Institution (CDFI) serving the Ithaca community and surrounding region. Founded in 1979, Alternatives is a complex financial institution composed of three inter-related non-profit groups working together to provide asset-building opportunities for the region. Alternatives’ mission is to build wealth and create economic opportunity for underserved people and communities. Beyond traditional credit union services, Alternatives combines loan products with financial education and other community programs. Alternatives is a leader in CDFI work and is recognized worldwide for its contribution in this area. For more detailed information about Alternatives, please visit our website at **alternatives.org.**