

**Competition:** 10-120-04

**Closing Date:** August 9, 2010

**Location:** Grande Prairie, Northgate Branch

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## The City of Grande Prairie

Grande Prairie is a growing community with a population of approximately 50,227 residents. The city is located 484 kilometers from Edmonton on highway 43. The economic sectors for the area are Agriculture, Forestry, Oil and Gas. The city hosts several recreational amenities including: Multi-Plex and Aquatic Centre (Under Construction), Nitehawk Ski Hill, Muskoseepi Park, Evergreen Park, Wapiti Nordic X-Country Ski Club, South Bear Creek Park Ball Diamonds, Coca-Cola Centre, Crystal Centre, Gymnastics Gymnastics Facility, Grande Prairie Cultural Centre, Grande Prairie Live Theatre, The Leisure Centre (indoor Swimming, Fitness and Soccer), as well as 14 golf courses. Grande Prairie has two secondary schools as well as several Public and Catholic schools.

## Servus

Servus Credit union is one of Canada's 50 Best Managed Companies and recognizes that our most valuable assets are our employees. We offer continued growth and career advancement and reward employees for their efforts and achievements. Servus Credit Union has also been recently recognized by Alberta Venture as one of the top 3 employers in Alberta for Human Resources Practices and Policies.

## The Position

The Branch Manager is the senior member of a dynamic Retail Branch team, and plays an integral role in the delivery of superior personalized service to our member owners. The branch manager is developing leadership skills, and is fully conversant in all forms of personal lending and investments. By using coaching skills and expertise to assist staff in responding to member needs, the objective of helping members attain their financial goals is met. This person is a role model to other employees and strives to attain personal, branch and corporate goals by identifying opportunities to sell or refer products and services. He/She fosters an environment in which our members feel at home, perceive our staff as knowledgeable, and view Servus Credit Union as a good corporate citizen. As an emerging leader within our Credit Union you strive for excellence because you know that as a branch manager, you play a vital role in the growth and profitability of our organization, the financial well being of our members, and the retention and engagement of our employees.



## KEY RESPONSIBILITY AREAS:

### Sales Management

- Lead in the development and achievement of branch sales targets, and branch marketing plans.
- Develop activities to achieve sales results.
- Coach/Mentor/Motivate staff.
- Ensure that self, branch and branch staff is involved in community activities to enhance the credit union's image in the community.
- Business development – to be proactive in pursuing new business opportunities by: actively soliciting new business, reviewing marketing data to determine new market potential and to ensure the staff is actively working on sales opportunities.
- Sales Communication – to ensure monthly sales reports are completed on time for review with the Regional Manager. To ensure weekly staff meetings involve sales as a topic and reporting year to date sales.

### Financial Results

- Monitor and ensure financial targets are being met or exceeded for the branch. Ensure targets are met in the following areas:
  - Loans
  - Deposits
  - Insurance Penetration
  - Non-financial Income
  - Membership
  - Delinquency
  - Mutual Funds
  - Expenses
  - H.R. Efficiency

### Human Resource Management

- Organize, schedule and monitor branch activities to ensure maximum service levels are being provided to members.
- Establish performance standards/plans for direct reports annually.
- Evaluate performance of staff and provide regular feedback/coaching to ensure staff are meeting set performance standards, complete annual review, take necessary action as required.
- Identify training needs of staff and ensure the staff has completed required training for their positions (career pathing).

## **Audit**

- Ensure policy and procedures are followed which would ensure compliance with audit requirements.
- Ensure the staff is trained and following banking and loan procedures.
- Take necessary action on issues or concerns arising from the annual audits.
- Act as Branch Compliance Officer for Mutual Funds.

## **REQUIRED SKILLS**

### **Communication:**

- Superior communication skills.
- Leadership skills that foster growth as an organization, while coaching, mentoring, developing and motivating employees.

### **Leadership:**

- Develop strategies to improve team, individual, and credit union performance.
- Encourage commitment to the values and vision of Servus Credit Union.
- Provide and facilitate an environment that supports skill development.
- Take responsibility for personal actions and the actions of others.

### **Change Development:**

- Understanding of the change management process; lead changes as they relate to credit union strategic direction.
- Ability to balance work and home responsibilities.
- Effective organization and time management skills.

### **Problem Solving and Decision Making:**

- Identify problems, discover plans or patterns, link information to strategic direction, reach conclusions, and evaluate action in relation to organizational development/department operations.
- Ability to make sound decisions based on policies, procedures and experience.
- Setting objectives, determining strategy, and implementing a plan.

### **Working in Teams:**

- Lead in team development and in identification of team roles, responsibilities and goals.
- Lead project teams and ensure collaborative relationships.
- Provide focus and direction.

### **Innovation and Creativity:**

- Presenting new ideas that have productive outcomes (results in the generation of practical applications or development of new procedures).
- Pushing the limits of knowledge and ability to identify and create new ideas/solutions.
- Development of new programs and policies.

### **Strategic Thinking and Planning:**

- Using strategic plan, develop, prioritize and implement department plans and strategies.
- Implement strategic plan and through actions, motivate others to achieve corporate direction.
- Knowledge of the organization and the Credit Union system.

### **Preferred Qualifications:**

A minimum of 5 years experience in a progressive management or senior lending role along with working knowledge of Credit Union products, policies, procedures, and operations is preferred. Bachelor of Commerce Degree or Business Management diploma is required.

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If you are interested in applying for this position please submit your resume to:

Servus Credit Union Ltd.

#### **Human Resources**

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