Job Title: General Manager, Sales & Service  
Department: Operations  
Reporting to: Chief Executive Officer  

Job Purpose:

The General Manager – Sales & Service will be responsible for the overall efficient and productive operations of the Credit Union. This will include oversight and a leading role in administration of Loans, Business Development, Member Service Excellence, Marketing & Communications and Information and Communications Technology. He/she will be a member of the Executive Management team.

Duties & Responsibilities:

- Provide strong leadership in retail and commercial credit sales by maximizing sales opportunities including staffing, promotions and communication throughout the company.
- Plan, organize, direct, control and evaluate the Branch Operations of VENTURE Credit Union.
- Network to develop business relations, and develop loan and share/deposit promotions via ongoing initiatives, to attract host company and individual memberships, in support of generating increased business from the existing membership.
- Demonstrate commitment to take ownership of client/member concerns and resolves issues expeditiously.
- Develop and recommend new products to the Chief Executive Officer
- Set strict targets (inclusive of cross-selling) for growth in lending as well as reduction in the quantum of delinquent loans as per Board and CEO mandates.
- Develop and implement retail sales strategies to ensure that the Company’s sales targets are met or exceeded.
- Ensure marketing strategies are developed to boost the Loan and Share portfolios and the image of VCU
- Ensure that an effective system of internal controls is in place minimize the likelihood and impact of loss to the Organization.
- Maintain knowledge of market and industry trends, competitors and leading sales and customer strategies while identifying and reporting on business opportunities in target markets.
- Responsible for ensuring adherence to Regulatory and Compliance Guidelines, AML/ATF and VCU’s policies and procedures for all products, services and member transactions.
- Build a high calibre of Sales Professionals, set and monitor KPIs, ensure achievement of budgets for all locations for all products.
Job Description:

• In conjunction with the ICT Committee, ensure that the ICT Strategic Plan is being appropriately adhered to
• Manage the activities of the ICT department to ensure that service delivery to the rest of the organization is optimal, timely and cost efficient
• Ensure that strict measures are implemented to safeguard the data contained within the organization. Such measures should be subject to continuous monitoring and testing.
• Ensure adherence by staff to VENTURE’s policies and procedures and established guidelines and make recommendations for improvement thereon.
• Oversee employee development, training and education programs
• Responsible for all employee matters (including recommendations for promotion or disciplinary) within the department that is in line with the Company policies.
• Ensure that Job Descriptions and KPIs are set for all staff of the operations area and that these are fully aligned to the Company’s targets/budget. Ensure that performance is closely monitored and appraisals accurately reflect performance.
• Attend Board Meetings.
• Any other related duties as required
• Signs documents and cheques on behalf of the Company within his/her delegation of authority.

Education and Experience:

• Post Graduate qualifications in Business or a related field
• At least ten (10) years’ work experience in the Financial Services Sector
• At least five (5) years’ work experience at a senior management level in the Operations Department of a Credit Union or financial institution.
• Direct work experience in management of staff
• Working knowledge of Credit Risk Management, Cash Flow Management, Budgeting, Marketing and Strategic Planning
• A proven track record in developing and implementing Strategic Plans.
• Working experience in using Credit Union financial software would be considered an asset

Key Competencies:

• Ability to manage work to meet deadlines
• Possesses strong reporting, interpersonal and organisational skills

• Strong Financial Background
• Strong Human Resource Management skills
• Strong Marketing Skills
• Excellent negotiation skills
• Computer Literate

This document is intended to reflect key requirements related to the principal functions of your job and must not be construed to be a description of all tasks that may be inherent in the job.

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