

Digital Experience Lead
IDB Global FCU Member Services Operations
Job Description
Full-time/Exempt position
Reports to the Chief Operating Officer
Location: Washington, DC

Objective

The Digital Experience Lead is responsible for and manages the overall digital experience offered to Credit Union members, which includes the online and mobile banking products, the virtual member communication tools, and the appointment scheduling application. This position ensures that these platforms and tools are continually enhanced to remain current, competitive, and relevant, so that the Credit Union may be its members' *Financial Partner Anytime, Anywhere*.

The Digital Experience Lead manages the relevant vendor relationships, keeps current with the vendors' product roadmaps, recommends and implements new features, provides support to internal stakeholders and third party partners related to credit union digital experience tools, resolves and communicates any issues or outages, and establishes procedures around managing these products, including change management.

Key responsibilities include, but are not limited to:

- Serves as the subject matter expert for the online and mobile banking products, the virtual communication product, and the appointment scheduling product; these products include their respective support platforms, reporting tools, and features, such as Bill Pay, CashEdge, Zelle, AWR, RDC, Money Management, and Twilio, among others
- Recommends upgrades and keeps abreast of new trends and technologies that focus on the development and enhancement related to online and mobile banking, member virtual communication solutions, and appointment scheduling tools with the goal of optimizing the digital member experience
- Creates, reviews, and continually improves processes and procedures used for online and mobile banking, member virtual communications, and appointment scheduling to ensure optimal user friendliness and efficiency
- Leads or co-leads projects related to digital experience solutions, including research, requirements, evaluation, testing, enhancements, and installation
- Reviews and manages tickets opened by Credit Union staff to report issues related to digital experience solutions; conducts research to fully understand the cause of the issues and ensures that the remedies provided by the vendor are reasonable and timely; opens vendor

tickets when needed and escalates to the vendor's customer support/relationship managers when an urgent or recurring issue arises for quick review and resolution

- Works collaboratively and productively with vendors and the Credit Union employees to ensure that the products and administration platforms are working properly; tracks all service level agreement issues, such as product downtime and recovery times; reacts quickly to system downtime to minimize the impact to members and quickly recover the systems
- Responds to member and staff inquiries professionally by providing thorough and accurate information
- Creates reports to monitor and understand the members' digital engagement and behavior
- Educates staff on the benefits and features of digital experience products/tools and identifies/creates training material to further expedite the implementation and acceleration of the adoption and usage of the digital experience solutions by the members
- Collaborates with the marketing team to educate members on the digital tools and services
- Audits all products and tools regularly to ensure all are performing as expected; reports the audit findings on a monthly basis to the COO
- Maintains and updates the online and mobile banking risk assessments; provides information requested during routine audits and examinations
- Assists the COO with other projects as assigned

Requirements:

- College degree in a business or technology field required; master's degree and/or relevant certifications are a plus
- English fluency required, Spanish is a plus
- Excellent verbal and written communication skills required
- Proficient using a PC and Microsoft Suite and ability to navigate multiple computer systems and programs; power user of online banking and mobile banking platforms required
- Previous credit union or banking experience required
- Strong organizational, communicative, and problem-solving skills, as well as excellent attention to detail; project management skills are preferred
- Ability to multitask and thrive in a high-paced, high-pressure environment
- Proactive and team-oriented; strong customer service skills required