

Belonging Never Felt Better



JOB DESCRIPTION

Non-Exempt
Grade: 13

TITLE: **Digital Online Banking Analyst**

REPORTS TO: Manager, Member Digital Support Center, Supervisor, Member Digital Support Center with direction from Sr AVP, Member Digital Services

SUPERVISES: No one

SUMMARY: Under limited supervision, is responsible for providing technology and operational support for the credit union's digital banking platform, products, and services. Strives to maximize system technology and improve the member experience through innovative thought and analysis.

PRINCIPAL RESPONSIBILITIES:

- Supports and implements digital services initiatives that strengthen the Digital Banking product suite including thinking outside the box to find and/or program improvements over current solutions.
- Monitor Digital Banking processes for efficiencies and updates both procedures and training when necessary.
- Act as internal Digital Banking escalation point for documented changes, issue resolution and for credit union staff, including the setup and training for new users.
- Champions the Digital Banking product suite including meeting regularly with member facing department heads for feedback to ensure we are exceeding the needs of staff and members.
- Project management: works with a cross-functional team of external and internal stakeholders, including Senior Management, to develop, test, and implement improvements and upgrades to Digital Banking product suite.
- Monitor and act on potential fraudulent Digital Banking activity, contacting members to review account activity as needed.
- Works with the internal IS team to review security and DR components ensuring alignment with regulatory compliance, a change control log, and SOPs. Responsible for answering questions and providing documentation to any audit requests around Digital Banking.

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- Meets regularly with AccessSoftek Online and Mobile Banking Vendor Account Reps and communicates and trains staff on software updates, tracks credit union software usage versus contracted agreement, fosters a positive vendor relationship to maximize the utilization of the systems.
- Tracks and reports monthly on Digital Banking suite metrics. Actively seeks solutions on how to increase member digital engagement.
- Directly seeks feedback from Consumers, Business Members, and member-facing staff to enhance the digital banking products through surveys, leading member focus groups, Zoom sessions, and one-on-one conversations.
- Assist with Member Digital Support Center operational related projects, including but not limited to supporting Online Account Opening and all digital methods of member communication.
- Perform other duties as assigned.

ESSENTIAL FUNCTIONS:

- Actively practice the behaviors required by the credit union's guidelines for Member Service in all interactions with members and staff.
- Preserve member confidentiality.
- Ability to read, understand and respond to complex verbal and written communications clearly and concisely.
- Manual dexterity required to accurately enter data using the keyboard and computer terminal to develop credit union documents, forms, signs, etc.
- Fine motor and physical dexterity related to the operation of standard office equipment.
- Lift and carry up to 20 pounds.
- Must be able to remain sitting, and/or standing for prolonged periods of time.
- Must be able to operate an automobile and possess a valid California driver's license.

REQUIRED KNOWLEDGE:

Requires broad knowledge of credit union policies, procedures, and products. Excellent member service skills and the ability to work effectively with staff and management required. Hands on experience and expertise in Member Digital Support Center functions; including Online and

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Mobile Banking. Must have strong verbal, written and interpersonal skills. Working knowledge of Microsoft Word, Excel, Power Point and related systems. Incumbent must be bondable and able to work with minimum supervision.

EXPERIENCE:

Two or more years of experience in a Engineering/Information Technology, Data Analysis, Data Design, Digital Media or Business/Strategy role with a focus on digital platforms.

Two or more years of experience in a financial services organization preferred, one of which should be in a member services representative level at Coast Central or similar organization.

Digital Banking Product or other Digital experience preferred.

EDUCATION:

High school graduate or equivalent.