

## POSITION SUMMARY

This position is responsible for understanding the needs of NSCU's members and potential markets and ensuring the optimal product/service mix to meet member needs. Primary responsibilities include: product planning, development and implementation to align with NSCU business strategy; member analysis and segmentation; managing marketing research projects; gathering competitive intelligence; definition of target markets to support sales/marketing initiatives to increase revenues and share-of-wallet, enhance operational efficiency, and meet customer expectations. Manages, coaches and develops direct reports.

## POSITION ACCOUNTABILITIES

### Product Management

- Manages the research and evaluation of competitive financial products, services, branding, positioning, and pricing to support the sales process
- Develops and manages the product/service mix for both retail and small business members; builds, refines and delivers an overall product roadmap. Manages the implementation of the product plans in concert with the Product and Research Specialist.
- Manages deposit (demand, term) and loan products, credit and debit card products, and fee-based banking services; determines and monitors product/service life cycles.
- Works with Treasury, Finance and Sales Team to develop and recommend product business cases, including sales and profit objectives.
- Assists in the development of product promotions (including product launches) and communication programs for all NSCU products and services; reinforces customer-focused product positioning through product collateral, product positioning documents, online content, sales training and support materials.
- Supports the sales team with process and product support including cross selling strategies and support; works with Learning and Development to develop product education materials and training curriculum.
- Liaises with the Pricing Committee to advise of pricing changes and collaborates on implementation and communication of pricing adjustments.
- Ensures all new and existing products and related communications are in compliance with NSCU policy and regulatory requirements. Segmentation
- Collaborates with the marketing and sales leadership team to define member attraction, retention and growth strategies as well as segmentation strategies to develop and increase business within targeted segments (e.g. mass affluent)
- Identifies macro-level (e.g. under-served segment) and micro-level opportunities (e.g. campaign opportunities)
- Manages and conducts market analysis that understands and differentiates market segments, distribution channels; sizes markets, formulates a product and pricing strategy, and understands key competitors in each segment

- Manages development of the strategy for targeting and creating appropriate call lists, email lists, white mail lists, etc. for campaign, direct marketing, and experience management initiatives, leveraging NSCU segmentation information.
- Develops reports with assistance as required from the ITS and Business Intelligence groups to determine key metrics for strategies, plans and campaigns, monitors key benchmarks and ensures key segments and product lines are achieving their targets.

#### Research

- Manages and conducts analysis and research projects (e.g. surveys, focus groups, mystery shops, competitive reviews, etc.) to profile the needs of current membership (retail and small business), as well as those of potential members in NSCU's trade areas and potential trade areas.
- Keeps abreast of the current and predicted economic conditions and product and service trends to determine how they will impact NSCU.
- Develops, measures and monitors the NSCU Member Intimacy KPIs, as defined through corporate strategy.
- Evaluates the effectiveness of and recommends improvements to sales tools, for all products and services
- Ensures that sales and marketing teams have access to and are educated on all relevant and current research and intelligence.

#### Marketing Management

- Provides input to the marketing and sales leadership team to determine key areas of focus for sales campaigns. Implements product/pricing changes as appropriate.
- Participates in annual budgeting process with the marketing team; accountable for budget management of the segmentation, research, and product management budgets.
- Manages the development and performance of direct reports through proactive coaching and mentoring.

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