



Give. Receive. Provide.
Christian
CREDIT UNION



Opportunity Profile

VICE PRESIDENT - BUSINESS & RETAIL
BANKING
CHRISTIAN CREDIT UNION

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

The Vice President - Business & Retail Banking (VP-BRB) is accountable for the growth and profitability of Business and Retail Banking. This role participates in the development of corporate strategies for Christian Credit Union (CCU) as a whole and provides strategic leadership and direction on all business banking and retail banking related matters. The VP-BRB oversees the entire business and retail member experience journey, focusing on consistent member experience across every channel and promoting the integration of biblical stewardship principles into financial advice. This role collaborates with other executive management to develop strategies that impact market position, member satisfaction, risk, pricing and marketing.

The VP-BRB reports to the Chief Executive Officer (CEO) of CCU and sits on a collaborative executive leadership team with the CEO, Chief People & Culture Officer and the Chief Operating Officer. Reporting to the VP-BRB is the Business Banking Manager, Retail Sales Manager, and Manager of Administration.





WHO WE ARE

At Christian Credit Union (CCU), we believe financial services should do more than just meet our members' needs - they should reflect their values. As a faith-driven financial institution, we help our members apply biblical stewardship through expert guidance, modern banking technology, and a full suite of financial products designed for individuals, families, and businesses.

With branch locations in Edmonton, Calgary and Lethbridge, our dedicated team of 43 professionals serves 7,500+ members across Alberta. Our members enjoy low fees, competitive rates, and profit sharing. Last year we managed \$269 million in assets, \$100 million in mutual funds, and paid over \$450,000 in profit sharing to our members.

A portion of our profits goes directly to supporting Christian organizations and funding initiatives that advance the Gospel of Jesus Christ, empowering believers to make a difference in their communities and beyond.

One of the ways we support non-profit organizations in our community is through event sponsorship and participation. We attend events such as golf tournaments, conferences and fundraisers. Last year we supported approximately 30 local non-profits, including Mustard Seed, Pregnancy Care Centre, Streets Alive Mission, Teen Challenge, Youth Unlimited Edmonton, Edmonton Food Bank, Adeara Recovery Centre, Mennonite Centre for Newcomers, and more. We also offer scholarships to grade 12 graduating students at several participating area schools.

OUR MISSION

We encourage people to be faithful stewards of the financial resources God has given to them.

"Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms." 1 Peter 4:10 NIV

OUR VISION

To be the recognized leader in applying Christian values to financial services.

"The earth is the Lord's, and everything in it, the world, and all who live in it ..." Psalm 24:1 NIV



KEY RESPONSIBILITIES

- Contributes to the strategic leadership and direction of the credit union.
- Develops and implements short and long-term objectives and contributes to the design and development of supporting policies, programs, systems, processes and initiatives.
- Develops and implements a strategic model to promote biblical stewardship principles in a manner that will optimize member engagement, enhance member value, increase existing member retention and generate new members.
- Ensures the delivery of advice based financial products and services to help members through stages of their lives and business life cycle to achieve their financial goals in alignment with biblical stewardship principles.
- Ensures all lending and credit activities comply with sound business practices, legislation, regulations, policies and procedures; identifies risk issues and ensures processes are in place to effectively identify and manage risk and delinquent accounts.





- Identifies community partnership opportunities and initiates action to enhance growth of the credit union's portfolio by pursuing new business, establishing and maintaining liaison with business and community contacts.
- Continually evolves the business and retail banking strategies through collaboration with key stakeholders to ensure they reflect the preferences of our target segments and drive profitable growth. Accountable for the optimization and automation of business processes through technology with the objective of realizing efficiencies and reducing our operating costs.
- Collaborates with the Executive Team and Controller relative to the forecasting and development of budgets in business and retail banking.
- Envisions and implements business and retail member services model/structure which delivers a differentiated member experience that upholds the unique elements of CCU and our foundational biblical stewardship principles.
- Creates an environment which inspires and actively engages staff in corporate strategies and initiatives to achieve the vision, the mission and goals of CCU.

GENERAL QUALIFICATIONS

- Feels called to be part of a Christian organization that promotes Biblical Stewardship in the Christian community.
- Reflects the following character traits which align with CCU's values:
 - **Humble** – we will share credit, emphasize team over self, and define success collectively rather than individually.
 - **Hungry** – we will be self-motivated and diligent; constantly thinking about the next opportunity to achieve our vision.
 - **People Smart** – we will show respect to all people and be interpersonally appropriate and aware; we will listen to what others are saying, ask good questions, and stay engaged in conversations intently.

REQUIRED SKILLS, KNOWLEDGE & ATTRIBUTES

- Personal knowledge and understanding of the application of biblical stewardship principles to financial advice.
- Possess sharp business insight and extensive knowledge of the financial industry.
- Strategic thinking skills to influence organizational priorities, plans, processes and goals.
- Collaborative, team based leadership style that values people and strives for excellence by setting clear expectations, holding people accountable and achieving measurable team results.
- Applies a continuous improvement approach to delivering superior member experience.
- Knowledge, experience and familiarity with Salesforce and Microsoft Office 365.
- Proven, hands on experience in complex commercial lending and adjudication. Working knowledge of related commercial banking solutions.
- Knowledge of the operations, revenue sources, budgeting and financing of non-profit organizations is an asset.
- Builds and actively maintains internal and external relationships and networks.
- Actively listens to others and is effective at written and verbal communication.
- Questions conventional approaches, explores alternatives and drives innovation and improvement.
- Proven problem-solving skills focused on delivering exceptional member experiences while managing complexity and applying organizational perspective.
- Leads and empowers others, attracting talent and building high performance teams.

EDUCATION & EXPERIENCE

- Bachelor's degree in commerce, business, economics or a related field.
- 8-10 years of progressive commercial and retail banking experience with a minimum of 5 years dealing with commercial lending transactions including risk assessment, financial analysis, and credit structuring/solutions.
- 2+ years of management/leadership experience in a financial environment with demonstrated abilities to manage, coach and motivate team members.



OUR SEARCH TEAM



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JEFF PITCHFORD

LEADING THE SEARCH

Jeff is an accomplished Senior Executive, with over 25 years of leadership experience across the chemical manufacturing and food processing industries. He wears many hats including Business Consultant, Executive Coach, Board Member, Forum Chair and Birkman Certified Professional. Jeff specializes in leadership development and team-based business success. He is passionate about developing leaders and building high performance teams.



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MATT ROBBERSTAD

SUPPORTING THE SEARCH

Matt is an accomplished Talent Acquisition Manager with a strong background in the non-profit sector. With over a decade of leadership experience in recruitment and retention, he has a proven record of success. Matt has effectively managed end-to-end recruitment processes for a wide range of positions at Christian Horizons, a major faith-based developmental service organization in Canada. His extensive expertise in recruitment and selection enables him to identify the ideal candidates for various organizational roles.



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ALEXA KROEKER

SUPPORTING THE SEARCH

Alexa has over three years of administrative experience in the charity sector. She has a Bachelor of Arts in International Studies from Trinity Western University. Her interests include writing and communications, and finding ways to improve processes and increase efficiency. She is excited to grow her skillset in marketing and social media engagement with Nelson/Kraft & Associates.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline and details for this search:

Location: Edmonton, AB

Application Deadline: May 2, 2025

Interviews: May 2025

Start Date: May/July 2025

HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.