**Position Title:** Director of Finance  
**Department:** Administration  
**Classification:** Exempt  
**Revision Date:** 1/21/2020

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**Reporting Relationships**

**Position Reports to:** Executive Vice President of the Association  
**Positions Supervised:** None

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**Position Purpose**

This position serves as the Director of Finance for the entire Heartland Credit Union Association and Shared Financial Solutions, and various organizations as the primary liaison and manager of the Plexcity (accounting/finance department vendor) relationship. The Director of Finance is accountable for the full range of financial and accounting services, internal administrative functions, and investments of the various organizations and must maintain the necessary systems and procedures to achieve proper control while providing accurate and timely financial data through the organization’s relationship with the organization’s third-party accounting vendor.

This position is responsible for the collection, analysis, and reporting of revenue and market related data in an on-going effort to increase overall revenue productivity and member relations performance. The Director of Finance will create both standardized and custom reports, conduct quantitative product and revenue analysis, assess future needs, and ensure data integrity to further the organization’s efforts to improve operational efficiencies and sustainable revenue generation.

The position will present and deliver an accurate high-level overview with enough specifics for the executive team to carry out its fiduciary responsibility and achieve the organization’s mission.

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**Essential Functions and Basic Duties**

1. Review and analyze revenue data on a monthly basis and deliver detailed reports outlining pertinent information and trends analyzing performance records and interpreting results of overall revenue.

2. Conduct data analysis (internal and external) using quantitative techniques, collecting and interpreting data, determining trends, and presenting key findings along with recommending solutions; including but not limited to ROI, trending, identification and assessment of opportunity and risk, forecasting, regressions, correlation, cannibalization and probability modeling.

3. Assist management in developing and reviewing the revenue budget and rolling revenue forecast including sales to budget variance analysis.

4. Prepare and analyze monthly financial reports for all entities working with our third-party vendor to insure completeness, accuracy and timeliness of financials.
5. Analyze product lines to determine profitability and to establish a baseline for action and operational changes.

6. Oversee state registration filings.

7. Provide customized timely, relevant and accurate reporting to leadership on market, revenue and engagement data, along with recommendations in support of ongoing business decisions or initiatives.

8. Ensure that all financials are presented in accordance with generally accepted accounting principles (GAAP).

9. Develop, implement and monitor complete and systematic records of financial and cash management transactions consistent with generally acceptable accounting principles maximizing the relationship with third party accounting vendor.

10. Keep management informed of the financial condition of the HCUA/SFS/HCUCF so that timely action may be taken where appropriate.

12. Prepare, monitor and control the annual operating budget for the HCUA/SFS/HCUCF.

13. Perform cash management analysis, cost analysis, and forecasting relative to meet immediate and long-term goals and objectives of the entire organization.

14. Establish and maintain systems to improve operating efficiencies, growth, and credibility to include segregation of duties and internal controls.

15. Monitor laws affecting financial reporting, credit unions, and organization structure and inform management of changes, which effect HCUA and its members.

16. Work with CPA firm to insure timely 990 annual tax return filings.

17. Serve as the Association liaison to both the Millennium Corporate Credit Union and Heartland Business Services, to ensure the responsibilities outlined in the Support Service Agreement between HCUA and MCCU are carried out. This position will monitor and recommend adjustments to the Agreement as operational changes dictate.

18. Serve as a backup for the Association’s semi-monthly payroll posting accurately and timely when necessary.

19. In coordination with third party accounting vendor, conducts certain administrative functions such as inventory of fixed assets, some invoicing, Accounts Receivable duties, and allocation management as needed.

20. Performs other related duties as assigned.

Qualifications

**Education/Certification:**
- A bachelor’s degree in Business, Business Management, Finance or Accounting or equivalent experience is required. (CPA Preferred)

**Required Knowledge:**
- Thorough understanding of Company products and services.
- Thorough knowledge in accounting, including current and proposed regulatory and GAAP pronouncements
- Extensive knowledge of computer applications including advanced knowledge of Excel (i.e. multiple regression analysis, pivot tables, charts and graphs, etc.)
Experience Required:
- Five plus years of related professional or university experience.
- Strong financial, business, accounting and information technology acumen.
- Vendor contract negotiations and facilities management a plus.
- Credit union, trade association or and non-profit experience a plus.

Skills/Abilities:
- Excellent work ethic and professional demeanor.
- Deadline driven with error minimization.
- Excellent problem-solving skills.
- Exceptional attention to detail.
- Solid analytical abilities.
- Excellent organizational and time management skills.
- Strong self-discipline.
- Excellent verbal and written skills.
- Maintain confidentiality and discretion.

Travel
- Minimal travel is required, less than 5% of incumbent’s time. This may include prolonged driving/riding in a vehicle or air travel.
- This position requires a valid motor vehicle operator’s license.
- The above requirements are not all inclusive and the position may require travel/schedules other than listed above and as determined by management.

Physical Activities and Requirements

Talking:
- Especially where one must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.

Average Hearing:
- Able to hear average or normal conversations and receive ordinary information.

Repetitive Motion
- Movements frequently and regularly required using the wrists, hands, and/or fingers.

Average Visual Abilities:
- Average, ordinary, visual acuity necessary to prepare or inspect documents or products or operate machinery.

Physical Strength:
- Sedentary work; sitting most of the time. Exerts up to 10 lbs. of force occasionally.

INTENT AND FUNCTION OF JOB DESCRIPTIONS

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements,
skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.