
Financial & Business Analyst

Shared Financial Solutions / Heartland Credit Union Association

Position Title: Financial and Business Analyst

Department: Administration

Classification: Exempt

Revision Date: 10/29/18

Reporting Relationships

Position Reports to: Vice President of Association

Positions Supervised: None

Position Purpose

This position serves as the Financial and Business Analyst for the Heartland Credit Union Association and Shared Financial Solutions, including the Heartland Credit Union Charitable Foundation, the Credit Union Political Action Committee of Missouri, the Credit Union Political Action Committee of Kansas, and serves as the primary liaison and manager of the Plexcity (accounting/finance department vendor) relationship. The Financial and Business Analyst 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 and to safeguard assets while providing accurate and timely financial data through the organization's relationship with Plexcity. This position may also oversee the administration of facilities and associated vendor relationships as well as the support relationships with Heartland Business Services and Millennium Corporate Credit Union.

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 Financial and Business Analyst 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.

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. Conduct research into competitive companies and the surrounding market.
5. Analyze product lines to determine profitability and to establish a baseline for action and operational changes.
6. Assist with the research and development of new product offerings.

7. Provide customized timely, concise, compelling, relevant, accurate and well-documented reports to leadership on market, revenue and engagement data, along with recommendations in support of ongoing business decisions or initiatives.
8. Review "business case" proposals that combine financial projections based on substantial marketplace data, identify product gap opportunities, estimate cost and revenue, and propose funding along with market opportunities based on data analytics.
9. Ensure current and future data and software requirements are met to provide accurate support to the organization.
10. Develop, implement and monitor complete and systematic records of financial and cash management transactions consistent with generally acceptable accounting principles maximizing the relationship with Plexcity.
11. Keep management informed of the financial condition of the HCUA/SFS/HCUAF so that timely action may be taken where appropriate.
12. Prepare, monitor and control the annual operating budget for the HCUA/SFS/HCUAF.
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. Manage vendor relationships associated with office support.
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 Plexcity, 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.
- 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:

- Two 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 any financial institution 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.
- Articulate and well-spoken.
- 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.