

<b>Job Title</b>	Digital Experience Manager
<b>Short Description</b>	<p>Do you want to be part of a dynamic institution that is one of the fastest growing credit unions in the country? Become a part of the First Florida Credit Union team where our employees create a culture that enables our organization to be among one of the 100 Best Companies to Work For in Florida as designated by Florida Trend magazine for 2013, 2014, 2015, 2017, 2018, 2019, 2020, 2021, 2022 and 2023. In 2016 we won the Best Places to Work in Jacksonville award from the Jacksonville Journal. Our employees are the critical element in fulfilling the First Florida Credit Union mission of being a thriving credit union creating value for members by deepening relationships with current members and engaging with potential members.</p>
<b>Full Description</b>	<p>Assists with leading the digital transformation of our credit union's member experience. The Digital Experience Manager coordinates with Digital Technology Manager and Digital Marketing Manager to design and implement innovative digital solutions that enhance user engagement, streamline financial services, and ensure seamless interactions across digital platforms. Leveraging expertise in UX design, data analysis, and fintech trends, this role aims to drive member satisfaction, optimize user journeys, and align digital initiatives with our credit union's strategic goals.</p> <p>Manages performance standards, expectations and goals to ensure objectives align with the credit union’s strategic plan and digital strategies.</p> <p>Administer and account for the member facing digital services and money movement systems of the credit union.</p> <p>Manage select vendor contracts, SLA, negotiations and new feature availability by ensuring digital systems’ up time and functions are maintained at an acceptable level.</p> <p>Act as the primary point of contact to resolve services and systems issues.</p> <p>Recommend annual service, activity, and revenue goals for online banking platforms.</p> <p>Support risk management reviews of the digital branch functional area.</p> <p>Ensures alignment between all member-facing digital experiences.</p> <p>Collaborates in the development of marketing, advertising and educational efforts related to the digital channel.</p> <p>Supports the digital vision and strategies and leads efforts to enhance member facing digital experiences in various</p>

relevant channels.

Maintains an understanding of emerging industry experience and technology trends, leveraging knowledge to guide the execution of digital strategies.

Provides day to day oversight and management of the department operations.

Monitors and analyzes member trends and recommends plans to effectively meet the changing member needs within the digital channel.

Ensures member facing user experience, functionality and overall experience are optimized to meet member demands for digital channel.

Work with IT and outside vendors to coordinate the technical side of digital banking and money movement systems, such as routine system maintenance, third-party integrations, availability and configuration control.

Work with other operational departments to harmonize in branch and digital experiences.

Work with Fraud, risk and security personnel to maintain and coordinate defenses against digital channel fraud.

**Education**

(1) A bachelor's degree, or (2) achievement of formal certifications recognized in the industry as equivalent to a bachelor's degree (e.g., information technology certifications in lieu of a degree).

**Additional Comments**

Experience and Skills Required: One year to three years of similar or related experience.

Link to apply:

<https://www.firstflorida.org/about/organizational/careers/first-florida-career-search>

**Credit Union**

First Florida Credit Union

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Florida

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**Expiration Date**

01/31/2024