

Leaders

INTERNATIONAL

Executive Search

VANCOUVER

EDMONTON

CALGARY

SASKATOON

WINNIPEG

TORONTO

OTTAWA

MONTREAL



OPPORTUNITY PROFILE

Chief Financial Officer



About Affinity Credit Union

Affinity is a values-based, co-operative financial institution and the 10th largest credit union in Canada. With \$9.5 billion in managed assets, it has the largest credit union advice centre network in Saskatchewan with 50 locations in 41 rural and urban communities, including Saskatoon and Regina.

Affinity offers members access to a complete range of products and advisory services in the areas of consumer, agriculture and commercial as well as in wealth and investment services in a multi-channel environment. Affinity employs a professional workforce of 800, is 100% member-owned and seeks to build a better world for everyone everyday.

As a Saskatchewan-born financial co-operative, Affinity's advisors understand members' local needs, believe people come before profits, and are dedicated to offering great products, competitive rates and genuine, professional advice. By choosing to bank with Affinity, members make it possible for profits to be reinvested in vibrant local communities. Affinity also supports non-profit organizations, local programs, initiatives and events that improve lives, strengthen communities and genuinely make a difference.

Values

Open - Accepting, Fair, Flexible, Transparent

Honest - Accountable, Ethical, Honorable, Trustworthy

Inclusive - Collaborative, Cooperative, Respectful, Supportive

Committed - Engaged, Passionate, United, Willing

For more information please visit: www.affinitycu.ca



The Opportunity

Affinity has a well-established reputation, an organizational culture rooted in humble beginnings, and a strong brand in Saskatchewan as a successful credit union, the largest in the province and a respected organization within the national credit union system.

Affinity has a solid base of loyal members and a growing market share in Saskatchewan. As the province's population is becoming more diverse and dynamic, the Executive Leadership Team has the opportunity to leverage the existing strengths of the organization and to pursue innovative strategies to attract new members and ensure the long-term success of Affinity while making a positive impact on the community.

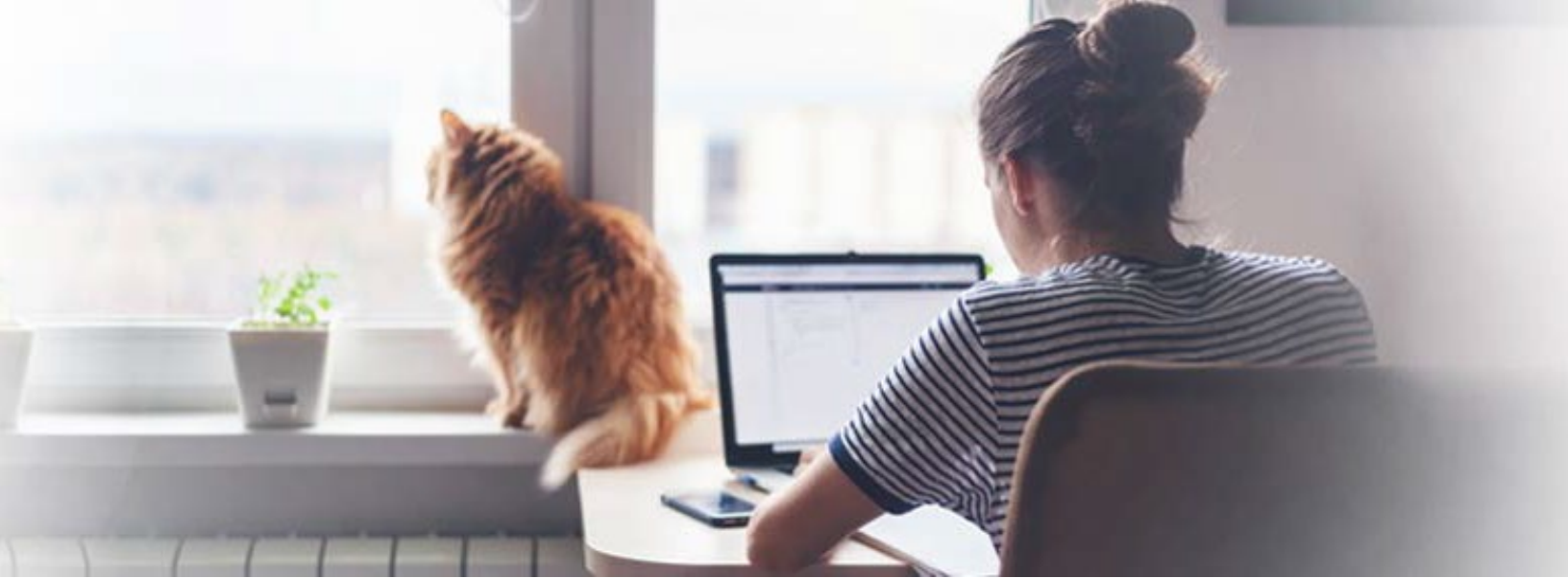
Affinity has experienced strong balance sheet growth which has resulted in opportunities for lending and investment, and a platform for bold and innovative strategies.

Other potential opportunities could include continuing to leverage technology in all areas of operations as a competitive advantage, developing new and innovative products for alternative revenue sources, and leading the system in payment optimization.

The CFO will be an engaged leader, building strong relationships within the organization and across the sector, and serving as an advocate for Affinity's values.

The CFO will be part of an established Executive Leadership Team (ELT) made up of committed and high performing professionals who each embody the values of the credit union in different ways. The ELT at Affinity consists of:

- Chief Executive Officer
- Chief Member Experience Officer
- Chief Financial Officer
- Chief Information Officer
- Chief Risk Officer
- Chief Data & Operations Officer
- Chief Banking Officer
- Chief People Officer



Chief Financial Officer (CFO)

Reporting to the CEO, the CFO is a key member of the executive leadership team, responsible for the management and reporting of the company's financial resources and oversight of diversification strategies. The role supports Affinity by acting as a strategic financial partner to help create and maintain a growing, profitable organization and is accountable for the accurate and fair representation of Affinity's financial position to stakeholders. The CFO works closely with other senior leaders across the organization to oversee the implementation of business strategies, guidelines and procedures, to ensure innovative functional strategies that enable a remarkable employee and member experience.

The role provides leadership in the development of the financial strategy including capital requirements, the metrics aligned with Affinity's strategy, the control systems designed to preserve Affinity's assets, and the accurate reporting of financial results. The CFO ensures the timely and accurate production of financial and statistical reporting, provides independent financial oversight to the Board of Directors and its committees, and acts as an advisor on all financial matters. In addition, the CFO oversees a variety of investments and diversification entities, which help support the growth and sustainability of the organization. Other areas of responsibility include overseeing appropriate investments in physical premises, design implementation, development, and maintenance of all corporate facilities and equipment to reflect business and member needs.

Leading a team of ~40 professionals, the CFO has four direct reports:

- Senior Director, Controller
- Director, Finance
- Facilities Manager
- Business Manager, Subsidiaries

Key Roles & Responsibilities

- Working cross-functionally and collaborating with the executive leadership team to ensure alignment in purpose and effort in communicating, promoting and implementing enterprise-wide strategies and priorities.
- Actively contributing to strategy development and implementation; acting as a key leadership liaison to the Board of Directors and its committees, and effectively managing relevant relationships with the Board for the accounting and finance functions.
- Translating the vision for Affinity through clear, effective and regular communication both cross-functionally and with the Accounting and Finance teams.
- Leading by example in visibly demonstrating Affinity's values and culture and living Affinity's brand within the community.
- Holding the Accounting and Finance teams accountable for cross-functional collaboration by ensuring a member-centric approach and alignment to organizational priorities; empowering the teams by appropriately delegating responsibilities, accountabilities, and decision-making to ensure active execution.
- Providing advice and leadership on financial and fiscal management aspects of Affinity's operations with respect to budgeting, planning and financial reporting practices, stability, liquidity and growth; ensuring leaders and stakeholders have a complete, analytical, and fair representation of financial results.
- Overseeing the financial systems and processes throughout Affinity to ensure alignment with Affinity's strategy and efficient operations by acting on opportunities for cost reduction, revenue enhancement and system improvements.
- Ensuring organizational competitiveness and profitability through balance sheet pricing to achieve a sustainable financial result; and maintain adequate margins.
- Serves to advance the well-being of real people and their communities while deepening current member relationships and/or recruiting new members. Actively seeks to connect with current and potential members in our communities.
- In delivering seamless member experience, the role requires extensive and/or routine travel and/or work outside of regular hours. Other duties will be assigned outside the stated purpose and key elements of work established for this role to ensure we are flexible and agile, providing cohesive member experience.



Experience & Education

- Bachelor's degree in a related field (Commerce, Administration, other) with a minimum 8 years' of experience in a senior financial leadership role.
- CPA designation.
- Experience within the credit union system or with a Canadian financial institution would be an asset.
- Demonstrated alignment with the values of Affinity.
- Experience in working with auditors and oversight of complex accounting and reporting requirements in a regulated environment

Leadership Competencies

Organizational Integration – Focused on aligning and integrating at the executive level with other major functions of the business to ensure a remarkable member experience.

Leadership Acumen – Fosters an environment in which the business takes responsibility for living the values and achieving the remarkable member experience at Affinity.

Vision and Planning – Plays an active role in examining the business in light of the future in order to seize opportunities and mitigate risks.

Strategy Execution – Provides strategic insight and guidance to other business leaders around functional business plans, initiatives, budgets, and performance expectations.

Personal Characteristics

Collaboration - Desire and proven ability to make a significant impact through collaboration. Embraces collaboration as an operating style, encourages participation, fosters open dialogue. Utilizes a high degree of collaboration to make sound decisions, based on the well-being of the whole organization, thinking beyond current boundaries and make innovative ideas practical.

Integrity and Trust - Uncompromising integrity and honesty, does not ethically cut corners, unassailable business values. Treats people fairly and with dignity. Works hard to earn and maintain a high level of trust with the CEO, executive team, employees and the Board.

Business Perspective - Adopts a long-term view of Affinity's business strategy and sees the whole picture. Has a clear understanding of economic, social, cultural and demographic trends and their impact on the organization's strategy. Can adjust course as necessary.

Enabling Leadership - Works collaboratively with team members in order to achieve a common goal. Maintains and strengthens relationships with others, both inside and outside the organization. Both strategic and visionary, tactical and hands-on. A leader who develops, empowers and inspires people and grows their capacity as professionals.

Personal Accountability - Leads with humility and authenticity. Advocate of open, empathetic and respectful communication with both members and employees. Balanced with a strong sense of ownership. Uses sound personal judgement to solve problems and make decisions.

Equity, Diversity and Inclusion

Affinity is a financial institution that operates on values-based principles, one of which is inclusivity. This value guides the decisions that Affinity makes to fulfill its vision of building a better world. Affinity embraces diversity and inclusivity as the basis for innovation and culture among its employees and delivers a remarkable experience to its members.

Affinity was among one of the first credit union's in Canada to sign on to the Truth and Reconciliation Commission of Canada's Call to Action. Throughout Affinity's reconciliation journey, the organization has sought guidance from Elders, Knowledge Keepers and Indigenous Leaders in the community to help embed meaningful reconciliation into the organization by focusing on three key areas:





Affinity is committed to fostering a diverse and inclusive workplace that reflects the communities we serve. We value the contributions of all our employees and support a culture of respect and belonging.

Affinity encourages applications from Indigenous persons, racially visible persons, persons with a disability, women, and persons of a minority sexual orientation and/or gender identity, and all candidates who would contribute to the diversity of our organization.

Compensation

A competitive compensation package will be provided including an attractive base salary, short- and long-term incentives and excellent benefits. Relocation will be provided if required by the successful candidate. Further details will be discussed in a personal interview.

Express Your Enthusiasm

Email a cover letter and tailored resume (PDF or Word document only) to **Allan Nelson or Shalini Bhatti** at **saskatoon@leadersinternational.com** indicating the job title in the subject line of the email.

Leaders International Executive Search

www.leadersinternational.com