

Gold Coast Federal Credit Union

Job Description

Job Title: Digital Experience Representative
Department: Member Connection
Reports To: Digital Experience Manager

FLSA Status: Non-Exempt
Prepared Date: April 2026

Summary

The Digital Experience Representative serves as the first point of contact for incoming calls, delivering exceptional service with a “we do MORE” attitude. Responsibilities include addressing member inquiries, resolving issues, processing transactions, and promoting credit union products and services to support growth and ensure complete member satisfaction.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Give friendly, courteous service by providing information to current and potential members concerning membership eligibility, products and services including loan products and membership benefits.

Engage with members across multiple communication channels such as phone, email, secure messaging, and live chat.

Support the call center service initiatives with comprehensive knowledge of the credit union product benefits and values for the existing member base, as well as the development of new business.

Utilizing the relationship process, with effective and efficient communication, determine member needs, and open appropriate recommended accounts/services.

Have a conversation with the member when analyzing the credit report and discuss cross sell opportunities.

Ensure that members who utilize GCFCU online loan applications receive prompt efficient and high quality service.

Perform all operational duties assigned according to credit union policies and procedures with strict attention to accuracy, timeliness and efficiency. Process teller transactions. Ensure that all proper account disclosures and documents are provided.

Knowledgeable in all digital products and services to best support members.

Adherence to GCFCU policies and procedures as well as state and federal rules and regulations such as, BSA, Reg. CC, OFAC, TISA, Information Security etc.

In addition to any specific job requirements in connection with Bank Secrecy Act and/or OFAC (BSA), employee must (i) be aware of BSA matters commensurate with the position; (ii) report any suspicious activity to the manager or compliance department; and (iii) satisfactorily complete any required BSA training.

Train and be able to perform satisfactorily in all branch functions.

Contribute to the attainment of the corporate vision.

Service Responsibilities

Establish rapport with members by greeting member with an enthusiastic tone of voice and giving undivided attention to him/her.

Maintain and present a positive work behavior.

Participate in all team meetings and take on leadership roles as assigned. Participate in all product knowledge training to enhance skills.

Effectively sell and promote the credit union's products and services in order to exceed members expectations.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Associates degree (A.A.) or equivalent from two-year college and a minimum 2 years related experience in a financial institution; or equivalent combination of education, experience and training.

The successful completion of a MCR competency test, applicable BAI courses, proficiency in related job duties and supervisor recommendation are required to be promoted to Sr. Member Connection Representative.

Senior Member Experience Representative

Associates degree (A.A.) or equivalent from two-year college and a minimum 5 years related experience in a financial institution; or equivalent combination of education, experience and training.

Language Skills

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to internal and external customers, vendors, and other employees of the organization.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

Reasoning Ability

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger; handle; or feel; reach with hands and arms; walk, talk and hear. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Work Environment

The work environment characteristics here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

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