

Position Title: Branch Manager

Category: Exempt

Reporting Responsibility: Reports directly to President/CEO

Position Summary:

The Branch Manager is responsible for the administration and efficient daily operation of the branch office, including operations, product sales, customer service, and security and safety in accordance with the Bank's objectives. The Branch Manager will provide a superior level of customer service and promote the service culture through coaching, guidance and staff motivation. The Branch Manager will identify, target, call and close new customer prospects to increase deposits and loans as directed by their supervisor.

Primary Duties & Responsibilities:

- Supervise all day-to-day operation functions of the branch.
- Be knowledgeable about all deposit, business, and consumer loan products.
- Responsible for the general maintenance of the facility. Ensure that all security procedures are strictly followed, branch is operationally sound, and satisfactory audits are achieved.
- Collaborate in the hiring, training and retention of staff.
- Supervise, coach, and develop staff regarding service expectations, policies, procedures, products, systems and banking transactions.
- Facilitate regular employee meetings to discuss goals, disseminate company information, discuss operational issues, etc.
- Maintain good public relations with customers and the community.
- Generate revenue by acquiring new customers and by closing new transactions of various size and complexity as well as serve and prospect existing customers.
- Greeting customers, directing them to the appropriate area of the branch and ensuring customer needs are met.
- Managing difficult situations with customers and providing them with a resolution, information or additional options. Ensure that quick and proper response to all reasonable customer requests is met.
- Maintains the highest level of confidentiality with all information obtained.
- Contribute to the fulfillment of department and company objectives and goals.
- Comply with all department and company policies, procedures, and regulations.
- Be well organized and pay close attention to details.
- Meet expectations for attendance and punctuality.
- Must be available outside normal business hours and willing to travel within our market territories.
- Other duties as assigned.

Knowledge, Skills and Abilities:

- Strong communication, analytical, problem solving, and decision-making skills to effectively uncover and resolve complex customer and employee issues.
- Excellent interpersonal & customer service skills, attentiveness, information retention, tact and diplomacy in dealing with both customers and employees.

Job Description

- Strong supervisory and leadership skills required to manage, motivate, and develop branch employees required.
- This position requires a perceptive person who can relate to individuals at all levels. As unique situations present themselves, the incumbent must be sensitive to Bank needs, customer and employee goodwill, and the public image.
- Knowledge of all types of banking services, including consumer, business lending, and credit administration.
- Ability to work in a fast-paced environment & under pressure as needed.
- The ability to make sound decisions. This may include making on-the-spot decisions regarding customer transactions; weighing customer satisfaction issues with the Bank exposure to loss or fraud and the ability to think through and rationalize decisions.
- Detail oriented, strong organizational skills, and high degree of accuracy.
- Self-starter, ability to work independently.
- Competence with computers, telephones, 10-key calculator and other office machinery.
- The requirements listed above are representative of the knowledge, skill, and/or ability required.