



Branch Manager

Job Classification: Full-Time, Exempt

Reports to: EVP/Branch Operations Manager

Position Summary

The Branch Manager is responsible for the administration and efficient daily operation of a full-service branch office, including operations, product sales, customer service and security and safety in accordance with the Bank's objectives. Develops new deposit business; provides a superior level of customer relations and promotes the sales and service culture through coaching, guidance, and staff motivation; achieves individual and branch sales goals through new business sales, referrals and retention of account relationships. Provides leadership, training and supervision; delegates day to day operations to the lobby service personnel and/or other branch personnel. Responsible for attaining established Bank and branch goals through active participation in sales management and being the documentation and IRA expert for the branch.

Principal Duties and Responsibilities

1. Manage the day-to-day branch operations to ensure operational excellence. Oversees the supervision of all lobby service operations, which includes banking center operations specialists and customer service representatives.
2. In larger markets, may have to oversee the Lobby Operations Manager and work in tandem to oversee the operations of the banking center.
3. Monitor and oversee all lobby service procedures and transactions (overrides, audits, balancing, bait money; approve checks, review large items, ensure banking center operations specialist/vault limits are within policy, etc.)
4. Resolve escalated customer complaints/issues promptly and effectively.
5. Act as the Branch Security Coordinator responsible for overall branch security and adherence to policy and procedures. Responsible for quarterly security inspections, as well as conducting monthly security training.
6. Responsible for Business Online Services, ensuring proper completion of necessary documentation and providing documentation to the Electronic Banking Department.
7. Provide ongoing guidance and support to lobby service personnel in the development of the Bank's overall mission of recruiting customers, building relationships, and retaining customers.
8. Promotes an effective sales and service environment.

9. Responsible for quality control verification of all new account maintenance and lobby services performed at the branch, including but not limited to, open/close accounts, online banking, IRA's, debit cards, and wire.
10. Maintain working knowledge of all the Bank's products, services and service charges.
11. Conducts regular staff meetings to effectively communicate compliance with all Bank policy and procedures. Will communicate any updates to lobby service personnel, as necessary.
12. Conducts 90-day evaluations for new lobby service personnel and annual performance evaluations for lobby service personnel, as needed.
13. Monitors lobby service personnel performance. When appropriate, coaches for improved performance and engage in disciplinary action steps with Human Resources.
14. Complies with Federal and State regulations and all established Bank policies and procedures.

Knowledge, Skills and Abilities

- Support and promote the Bank vision, mission and core values, organizational structure and policies and procedures.
- Must have excellent analysis, observation, and decision-making skills.
- Highly focused, able to rapidly determine key priorities, clearly communicate the priorities and ensure resources are properly aligned.
- Excellent interpersonal and communication skills are necessary for maintaining effective relationships with Board members, officers, employees, and members of the business and civic community.
- Individual should be able to work under high pressure situations and a stressful atmosphere and then should remain composed.
- Provides a strong, compassionate, and visible leadership, which fosters positive attitudes and trust among employees, customers, and prospects.
- Carries out management responsibilities in accordance with the organization's policies and applicable laws and regulations. Responsibilities may include
 - Interviewing, hiring, and training employees
 - Planning, goal setting, assigning, and directing work toward individual accountability based on the company's strategic objectives
 - Addressing complaints and resolving problems
- Perform other duties as assigned.

Education and Experience

- High school diploma/GED required; Bachelor's degree in business (preferred) or equivalent work experience
- Three (3), or more, years of related experience in banking with at least two (2) years of previous supervisory experience in a branch setting.
- Excellent verbal, written, and interpersonal communication skills.
- Excellent PC skills, including Microsoft Office products and custom bank
- Excellent analytical skills and attention to details.
- Excellent time management, organizational and problem-solving skills.