



Position Title:	Branch Manager
Date:	March 1, 2024
Department:	Retail Banking
Location:	Midwest City
Supervises:	Retail Branch Staff
Reports To:	Director of Retail Banking
FSLA Status:	Exempt
Pay Range:	

Summary of position:

As the Branch Manager, you will play a pivotal role in driving your branch's financial growth and ensuring the delivery of exceptional service to our customers. Your primary focus will be on expanding our customer base, deepening relationships with existing clients, and achieving sales and revenue targets, while balancing the operational soundness of your branch.

- Key job functions: (Includes current duties, primary objectives, and responsibilities which are critical to the successful performance of the position)
- Sales Leadership & Strategy
- Achieve sales and growth targets set by Director of Retail Banking based on company goals and market potential.
- Lead branch staff in execution of a consultative sales approach that focuses on expanding the customer base and deepening relationships with existing clients.
- Team Development & Coaching
- Lead, coach, and mentor the branch team to maximize their sales potential and ensure they meet or exceed assigned growth goals.
- Facilitate regular training sessions to improve product knowledge, sales techniques, and customer service skills.
- Ensure branch staff follow our Service Standards and executes on-boarding requirements consistently.
- Relationship Management
- Develop and maintain strong relationships with key clients, potential customers, and community influencers.
- Ensure the branch provides tailored financial solutions that align with our customers' goals and needs.
- Promote a culture that values, recognizes, and rewards exceptional sales and service delivery.
- Community Engagement & Networking
- Actively represent the bank in local community events, business associations, and other networking opportunities.

- Leverage community relationships to introduce new clients to our bank and drive branch growth.
- Operational Excellence
- Ensure that all branch activities comply with bank policies, procedures and security protocols.
- Minimize losses by using appropriate judgement and oversight of NSF/OD accounts, check holds and new account opening process.
- Adhere to all Service Standard requirements, especially including 2x2x2 onboarding program, to optimize the customer experience.
- Performance Analysis
- Regularly review and analyze sales, service and profitability performance metrics to identify areas of improvement, potential risks, and opportunities.
- Share feedback and insights with branch staff to drive growth.

Qualifications:

- Proven experience in sales management, financial services, or a similar role.
- Strong understanding of banking products and financial services, preferred.
- Excellent leadership, interpersonal, and communication skills.
- Proficiency in using sales metrics and analytics.
- Commitment to delivering exceptional customer service.
- Strong interpersonal skills
- Maintain a professional appearance and demeanor in line with the bank's brand and high-end service approach.

Education and Experience:

- 3+ years in administering the specifications and workflow processes of core banking systems
- High school diploma or equivalent
- Proven experience in sales leadership, with at least 3 years in a managerial role.
- Retail banking experience preferred.
- Ability to adhere to bank operations and compliance regulations, policies, and procedures

Physical Demands: These physical demands are generally representative of the position.

- Hearing, speech, close vision
- Sitting, including computer use
- Driving with own transportation to other branches for meetings/workshops
- On occasions, may be required to lift and/or move up to 25 pounds
- Job responsibilities may include standing, walking, lifting, kneeling, and crouching

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