



## AVP/Branch Manager

<b>TITLE:</b> AVP/Branch Manager	<b>REPORTS TO:</b> VP, Branch Administrator
<b>DEPARTMENT:</b> Retail / Branch Operations	<b>FSLA:</b> Exempt
<b>JOB SUMMARY:</b>	
<p>The Branch Manager is responsible for the administration and efficient daily operation of a full-service branch office, including branch operations, product sales, customer service, security, and safety in accordance with the Bank's objectives. This person is responsible for developing new deposit and loan business, providing a superior level of customer relations, and promoting the sales and service culture through coaching, guidance and staff motivation. They will assist with achieving individual and branch sales goals through new business sales, referrals, and retention of account relationships. They will also provide leadership, training, supervision, delegate day to day operations to the Assistant Branch Manager and other branch personnel. In addition, he or she will participate in community affairs to increase the Bank's visibility and to enhance new and existing business opportunities.</p>	
<b>EXAMPLES OF KEY DUTIES:</b> <i>(Duties are illustrative and not inclusive and may vary with individual assignment.)</i>	
<ul style="list-style-type: none"> <li>• Directs branch operational support to branch staff to ensure compliance with Bank standards, procedures, and regulations.</li> <li>• Provide oversight to monthly assurance program.</li> <li>• Develop effective retail operational standards and oversee compliance within the responsible areas.</li> <li>• Review all standards and procedures to improve efficiencies and streamline processes.</li> <li>• Assist with the development of new products.</li> <li>• Support sales initiatives by reducing and eliminating operational obstacles.</li> <li>• Identify reporting needs and ensure accuracy and timely distribution of the information.</li> <li>• Oversee retail new hire training and other trainings geared toward retail/branch compliance.</li> <li>• Facilitate monthly sales meetings.</li> <li>• Develop new reporting methods as needed for senior management.</li> <li>• Oversee and participate in security and operational issues as needed.</li> <li>• Review and respond to audits as needed.</li> <li>• Coordinate branch openings, closings, and relocations.</li> <li>• Participate in the Bank's business continuity testing as required.</li> <li>• Maintains communication between the branch and management by preparing daily, weekly, and month-end reports regarding operations and productivity.</li> <li>• Formulates recommendations and provides feedback to management regarding operational policies and procedures.</li> </ul>	

The above statements are intended to describe the general nature and level of work performed rather than an exhaustive list of all duties and responsibilities and skills required for the position. The Job duties may be changed at any time at management's discretion. The job description is not intended to create an employment contract of any kind.



- Maintains control over audit procedures to ensure compliance with controls.
- Assists in ensuring that the branch is in compliance with federal laws and regulations set forth by regulatory agencies.
- Monitors office activity, including number of transactions and sales volume
- Maintains knowledge of bank products and services in order to efficiently train and motivate staff to cross-sell.
- Provides training to team of branch operations and policies.
- Schedules, supervises, and motivates branch staff in an effort to maintain optimal customer service satisfaction levels.
- Assists in evaluating staff's work performance by helping to prepare and deliver annual reviews and performing coaching sessions.
- Monitors quality of service for customers and ensures that employees are maximizing opportunities to sell products.
- Assists in managing the security and safety of the branch, by analyzing security and safety policies and procedures and alerts team of any changes.
- Assists in the interviewing, hiring, and training of new tellers and customer service team members.
- Represents and promotes the Bank within the business community.
- Completes projects timely as assigned by management.
- May perform duties of customer service representative, teller, or other operational positions on an as needed basis.
- Cross-sells bank products and services.
- Resolves customer complaints accordingly
- Performs other various duties as assigned.

#### QUALIFICATIONS:

##### Education and Experience:

- Bachelor's Degree preferred or equivalent years of banking experience required
- 5+ years' experience in Banking Operations services
- Proven experience in managing projects and operation staff.
- Ability to lead, coach, and develop operations team.
- Ability to leverage resources across the organization to complete deliverables in a timely fashion.
- Knowledge of bank systems and financial regulations.
- Ability to prioritize and manage multiple projects.

##### Required Skills:

- **Analytical:** the individual synthesizes complex or diverse information.
- **Problem solving:** the individual identifies and resolves problems in a timely manner; gathers and analyzes information proficiently.
- **Oral communication:** ability to communicate clearly and professionally to resolve matter in question

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- **Quality Management:** ability to improve and promote quality and demonstrate accuracy and thoroughness.
- **Judgment:** willingness to make decisions, exhibit sound and accurate judgment and make timely decisions.
- **Planning/Organizing:** ability to prioritize, plan work activities, and use time efficiently to develop realistic action plans.

#### PHYSICAL DEMAND AND EQUIPMENT USED:

- Must be able to sit, walk or stand for extended periods.
- Must be able to travel to branch locations.
- Must be able to travel for business related matters.
- General Office environment
- General Office equipment

LAST UPDATED: April 2022

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