



TITLE: Assistant Vice President, Senior Branch Manager

SUMMARY:

As a key member of the Retail Team, the Assistant Vice President, Senior Branch Manager has primary responsibility for “owning” their market and ensuring the highest level of Customer Experience delivered by their entire team. They have overall responsibility to ensure that their team is meeting their operational, compliance and sales responsibilities by regular oversight interactions with the Assistant Manager and the team. The role involves a variety of complex duties to be delivered with the highest degree of accuracy, integrity and professionalism; with sound judgement and a focus on the Customer Experience.

DUTIES AND RESPONSIBILITIES:

- Fosters a positive environment where all are encouraged to challenge themselves to meet goals, to be accountable and take ownership of responsibilities and projects.
- Models the sales and service standards in the branch and ensures that employees are trained and motivated toward achieving the standards. Meets or exceeds all customer experience, sales, and financial goals through employee skills and results coaching.
- Cultivates sales opportunities through networking, relationship building, digital networking and outside sales calls. Participates in local events and is highly visible within the community.
- Maintains regular, documented external business development activities with calls/visits to prospects, existing customers and centers of influence.
- Takes responsibility for ensuring that the customer consistently receives a World Class Customer Experience with every branch staff interaction whether in person, over the phone or through digital channels. Assumes responsibility and performs duties in all branch positions as needed.
- Working with Assistant Manager where applicable as well as branch staff, is ultimately responsible for maintaining the operational integrity of the branch. Ensures proper controls are maintained over all branch operational processes and regulatory requirements including Security, Compliance, and Retail Banking Policy & Procedures.
- Holds regular sales and operational meetings. Ensures new and/or changes to policies and procedures are communicated to branch staff.
- Actively demonstrates technology and self-service channels with new and existing customers promoting ATM, online banking and mobile banking alternatives.
- Proactively identifies, reports and resolves customer issues to ensure a positive customer experience from the identification of a customer issue through resolution and actively promotes programs that solidify the customer relationship.
- Selects and develops quality employees. Develop branch staff through observational coaching sessions and joint sales calls. Leads by example, inspires confidence, respect, loyalty, and ensures a positive team environment among staff.
- Respects, promotes, and values diversity and works with flexibility based on the customer’s needs.
- Display a high level of professionalism, adhere to dress code policy, treat all people with dignity and respect, and perform in an ethical manner in all transactions and interactions.

- May be required to provide coverage for additional Branches other than the primary Branch of assignment on an as needed basis. Retail staff are hired for all Branch locations and may be called upon at any time to transfer to other Branch locations.
- May provide mentoring/assistance to junior Branch Managers as assigned.
- Serve on various Bank committees and act a Subject Matter Expert for Retail as assigned
- Assumes additional responsibilities as assigned.

SUPERVISORY RESPONSIBILITIES:

Supervises assigned Branch personnel. Responsible for annual reviews for branch staff, in conjunction with Assistant Branch Manager.

EDUCATION and/or EXPERIENCE:

Minimum Associates degree; 8+ years related experience and/or training; or equivalent combination of education and experience.

TECHNICAL SKILLS, TRAININGS OR CERTIIFCATIONS:

Proficient in Microsoft Office. Strong working knowledge of all operational systems and data base. Bilingual is a plus.

PHYSICAL DEMANDS:

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 stand; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and talk or hear. The employee frequently is required to walk and stand. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. The noise level in the work environment is usually moderate.

WORK ENVIRONMENT:

Business banking environment. Professional demeanor and appearance is required at all times. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.