

**Position:** Retail Branch Administrator

**FLSA Status:** Exempt

**Reports To:** President

**Education/Experience Required:**

A bachelor's degree in a business-related field and/or a minimum of ten years of retail banking management experience. Must have an in-depth knowledge of retail banking policies, procedures and products.

**Position Summary:**

The Retail Branch Administrator will oversee the retail banking branches, ensure each location operates efficiently and maintains consistency in all branch operations, policies and procedures company wide. The Retail Branch Administrator is responsible for comprehensive retail sales planning and management, marketing and business development. The individual serves as a model of the bank's mission, vision and values.

**Specific Job Functions:**

- Lead development of market
- Lead the retail team to meet and exceed sales and customer satisfaction goals
- Supervise and coach teams on professionalism, sales techniques, service expectations and compliance guidelines
- Accountable for the attainment of deposit and sales goals for the Bank in accordance with plan objectives
- Actively participate in deposit goal setting and deposit portfolio analysis as part of the annual budget process
- Seek new commercial and consumer deposits
- Develop commercial, consumer and retail loan opportunities
- Develop growth strategies for the Bank by creating unique product marketing and sales blitz programs
- Work closely with marketing department to develop advertising campaigns and other promotional items to support sales program
- Oversee training of new branch managers
- Promote the sales and service culture through coaching, guidance and staff motivation
- Provides branch sales goals through new business sales, referrals and retention of account relationships
- Responsible for attaining established region and Bank goals through active participation in sales management and officer calling programs
- Provide leadership, accountability, training, coaching and support to Branch Managers, helping them to be successful

EOE/VET/Disability

- Assist with recruitment of new staff when necessary and build a network of potential candidates for future growth
- Work with all Branch Managers to maintain bank-wide consistency with policies and procedures
- Maintain effective, positive relationships with Branch Managers and other staff by consistent in-branch visits, phone calls and email correspondence
- Work with Deposit Operations and other department leads to assess, create and develop new bank efficiencies, products or procedures
- Ensure appropriate Bank representation at certain regional community events as well as on-going leadership through civic and community organization involvement
- Plan, organize and deliver effective regional meetings and other training as necessary
- Play an integral role in executing the Bank's strategic plan and contributing to the achievement of its goals
- Perform other duties as assigned by Executive Management
- Must drive and travel to all locations on a regular basis

### **Required Skills/Abilities:**

- Excellent verbal, written and interpersonal communication skills
- Excellent organizational, time management and leadership skills
- Excellent computer skills
- Thorough understanding of banking services, customers, procedures and policies
- Excellent management skills

### **Compliance:**

All associates have a responsibility to understand the Bank's BSA/AM Program, the procedures outlined in it, and to follow the Program and procedures in carrying out their duties. When an associate has supervisory responsibilities, he or she will make certain that his/her staff understand the responsibilities to comply with applicable regulatory issues and internal programs, policies and procedures. Any associate that fails to adhere to the BSA/AML Program or commits other violations of the Code of Conduct may be subject to disciplinary action up to and including termination.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This is an on-site position. Must be willing and able to travel to all branch locations.

While performing the duties of this job, the employee is regularly required to sit, stand, use hands to finger, handle or feel, reach with hands and arms, and talk or hear. The employee is frequently required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Vision abilities required by this job include close vision, distance vision, color vision, peripheral

EOE/VET/Disability

vision, depth perception and ability to adjust focus. The employee must be willing and able to drive and travel to all branch locations.

### **Notice**

- This position description in no way states or implies that these are the only tasks to be performed by the employee occupying this position. The employee will be required to follow any other instructions and to perform any other job-related duties.
- Requirements are representative of minimum levels of knowledge, skills, and/or abilities. To perform in this position successfully, the employee will possess the abilities and aptitudes to perform each task proficiently.
- Ability means to possess and apply both knowledge and skill.
- This position description has excluded the marginal or peripheral functions that are incidental to the performance of primary functions. All requirements are essential to the function of the position.
- This position description describes the minimum selection requirements to qualify for the position. However, promotion and other employment decisions are also based on Bank needs, being in good standing, fully competent performance, and other non-discriminatory issues.
- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.
- This position description does not create an employment contract, implied or otherwise than an “at will” employment relationship.

\*This job description does not list all of the functions of the job. Management often assigns additional duties. This job description may be revised at any time.