

Branch Manager Job Description

written by vickyp | October 23, 2020



BRANCH MANAGER RESPONSIBILITIES INCLUDE:

- Directing all operational aspects including distribution, customer service, human resources, administration and sales in accordance with the bank's objectives
- Providing training, coaching, development and motivation for bank personnel
- Developing forecasts, financial objectives and business plans

JOB BRIEF

We are looking for a talented Branch Manager to assign and direct all work performed in the branch and to supervise all areas of operation. You will manage staff, foster a positive environment and ensure customer satisfaction and proper branch operation. The successful candidate will have a hands-on approach and will be committed to the expansion and success of the business by implementing strategies that increase productivity and enable sales targets achievement.

RESPONSIBILITIES

- Direct all operational aspects including distribution operations, customer service, human resources, administration and sales
- Assess local market conditions and identify current and prospective sales opportunities
- Develop forecasts, financial objectives and business plans
- Meet goals and metrics
- Manage budget and allocate funds appropriately
- Bring out the best of branch's personnel by providing training, coaching, development and motivation
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
- Share knowledge with other branches and headquarters on effective practices, competitive intelligence, business opportunities and needs
- Address customer and employee satisfaction issues promptly
- Adhere to high ethical standards, and comply with all regulations/applicable laws
- Network to improve the presence and reputation of the branch and company
- Stay abreast of competing markets and provide reports on market movement and penetration

REQUIREMENTS

- Proven branch management experience, as a Bank Manager or similar role
- Sufficient knowledge of modern management techniques and best practices
- Ability to meet sales targets and production goals
- Familiarity with industry's rules and regulations
- Excellent organizational skills
- Results driven and customer focused
- Leadership and human resources management skills
- BS in Business Administration or related field

SOURCE: <https://resources.workable.com/branch-manager-job-description>