

JOB DESCRIPTION

Job Title: Branch Manager, Faribault

Hours: Monday – Friday, 8:15am – 5:15pm

Saturday, 9:00am – 1:00pm (once or twice a month)

Reports to: AVP Member Engagement

Location: Faribault Branch

Supervises: Branch Staff

Purpose: Support the development and implementation of initiatives and programs that will strengthen the Credit Union’s presence and provide growth opportunities within the Faribault community. Provide professional leadership to the branch staff to achieve Credit Union goals and initiatives. Schedule, train, coach, develop and evaluate staff to ensure Credit Union members consistently receive the highest level of service. Provide support and motivation to the branch staff with the objective of building and strengthening member relationships. Responsible for the overall appearance and maintenance of the branch office.

Duties and Responsibilities:

Business Development and Community Involvement:

- Provide on-going communication to management on business development opportunities within the Faribault community.
- Serve as Credit Union liaison with such groups as the Chamber of Commerce organizations in the Faribault community.
- Maintain a high profile of the Credit Union through community involvement in Faribault and represent the Credit Union as necessary in community functions.
- Maintain the highest level of professional business demeanor and performance to ensure a favorable image to members and the community.

Act as point of contact for requests for marketing, sponsorships, and donations within the Faribault community. Responsible for effectively communicating with Business Development/Community Education Coordinator regarding such requests.

- Assist with member appreciation efforts.

Branch Leadership and Staff Development:

- Assist in establishing individual and branch goals and objectives for the branch staff to align with the vision, mission, and strategic plan of the Credit Union.
- Provide regular feedback to staff through coaching, performance plans, and appraisals that foster success to achieve goals and objectives.
- Champion high performance and foster a positive and professional work environment.
- Maintain a highly motivated, well-trained staff. Develop strategies to keep staff motivated and enthusiastic.
- Oversee and assist in training and education to enhance employee knowledge and skills.
- Lead staff as a professional role model, demonstrated by a positive approach to Credit Union objectives.

Branch Office Responsibilities:

- Drawing from the fundamentals of the Credit Union “Service Standards” (identifying needs, asking for the business, cross-helping, consistently exceeding expectations, using first names

and thanking members for their business), provide support to members regarding products and services in a professional, friendly, enthusiastic, and efficient manner.

- Provide backup support to the branch staff for all member services as necessary.
- Responsible for managing the daily operations including opening and closing the Faribault office during the week and on weekends.
- Maintain a thorough knowledge of all Credit Union products, services, and promotions.
- Assist in identifying products, services, and promotions to remain competitive in the Faribault market.
- Monitor and approve branch staffing and scheduling to ensure efficient delivery of services.
- Ensure that all systems and equipment function such that branch staff and member satisfaction is maximized.
- Ensure staff training and procedures are in place to meet security needs of the Faribault office.
- Ensure office always has a professional and organized appearance.
- Assist with monitoring office supplies and that all marketing materials are current.
- Ensure the Credit Union brand is promoted in a consistent manner.
- Keep management informed of all pertinent issues and maintain on-going office communications.
- Attend seminars, webinars, and round table meetings as a way of keeping current on changes in regulations, industry trends, marketing, and business development.
- Support the strategic direction of the Credit Union and the Business Plan Goals.
- Perform other duties as assigned.

Service Expectations

- Using the Credit Union external and internal “Service Standards” as a foundation, demonstrate an on-going commitment to exceptional member service and mutually respectful interaction with all personnel of the Credit Union.
- Cooperate with Credit Union staff members to ensure a "team effort" and prompt member service.
- Be able to project a positive, professional image, which includes being courteous and neat in appearance.

Knowledge, Skills and Abilities

- Maintain a working knowledge of the entire data processing system and a thorough knowledge of the member services and lending platforms.
- Demonstrate the ability to give full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Demonstrate the ability to motivate, develop and direct people as they work.
- Communicate effectively both verbally and in writing.
- Possess a strong desire to help members with their financial needs.
- Proven ability to effectively use marketing strategies and sales techniques to promote financial products and services.
Ability to work as a member of a team in the daily operation of the credit union.
- Demonstrated ability to get along with and work with people in situations involving pressure and stress while maintaining a business-like composure.
- Ability to multi-task and manage change.



- Ability to work in an environment of urgency, which demands flexibility and on-the-spot decision making.
- Ability to work independently utilizing analytical and decision-making skills.
- Demonstrated organizational skills and use of effective time management.
- Self-motivated and demonstrated desire for self improvement.
- Ability to lift objects weighing 30 pounds.

Tools and Technology

- Ability to utilize personal computers and related software.
- Proficient in Microsoft Office products.
- Proficient in calendar and scheduling software.

Education, Training and Experience

- An associate degree or equivalent from a two-year college or technical school in a business-related field is preferred.
- Two years of experience in a financial institution with lending experience is preferred.
- Minimum of two years experience in a leadership role is preferred.

Disclaimer

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. This is not an all-inclusive job description; therefore, management has the right to assign or reassign schedules, duties and responsibilities to this job at any time.

I acknowledge that I have read this document and that it was discussed with me today. I understand the contents and acknowledge that I received a copy.

EMPLOYEE:

_____	_____	_____
Print name	Signature	Date

SUPERVISOR:

_____	_____	_____
Print name	Signature	Date