# JOB DESCRIPTION

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| **JOB TITLE:** BRANCH MANAGER<br>**NAME:** | **REFERENCE INDICATOR:** |
| **DIVISION:** | **DEPARTMENT/ UNIT:**<br>RETAIL BANKING |
| **JOB GRADE:** | **VERSION NO.:** |

**JOB OBJECTIVE(S)**

To establish and maintain positive customer relationships, plan and deliver an effective marketing strategy and monitor the progress of new and existing products; as well as provide operational management support on a day-to-day basis.

**DUTIES & RESPONSIBILITIES**

- Prepare annual marketing plans and strategies for liability generation to enable PCMs/business officers achieve targeted growth objectives.
- Develop and obtain approval for annual marketing plans and strategies for designated product ranges to enable achievement of targeted growth and profit objectives.
- Monitor and control business office income and expenditure to ensure profitability.
- Recommend the creation of risk assets to increase business office profitability
- Contribute to the effective launching of new products to ensure favorable market response and optimum build-up of revenue
- Evaluate market research and competitor analyses in order to formulate marketing plans and strategies.
- Monitor and assign targets to PCMs/business officers to ensure effective focus on target achievement
- Maintain and acquire customer relationships to improve deposit liability growth and mix.
- Providing strategic direction and operational support to employees
- Defining and implementing the delivery of marketing strategies and targets;
- Coaching and motivating employees to effectively execute their day-to-day tasks to meet corporate targets and delivery objectives
- Effectively communicating to employees the corporate policies, objectives and targets of the bank

- Assuming overall accountability for branch expenditure on products and services, such as the administration of consumer lending, current account transactions, overdrafts, credit cards and personal loans
- Facilitating, establishing and maintaining effective relationships with new and existing customers;
- Visiting business customers and attending meetings.
- Representing the bank within the wider community.

**KEY PERFORMANCE INDICATORS**

To deliver on all financial targets

**JOB REQUIREMENTS**

- First degree in any field
- Ten years (4) tor six (6) years cognate experience, retail banking experience in operations or marketing for a Mega, Basic or Micro branch respectively.

**KEY COMPETENCY REQUIREMENTS**

| **Knowledge** | **Skill/Competencies** |
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| ▪ Strong credit and marketing skills.<br>▪ Strong leadership and negotiations skills.<br>▪ Must be self solution driven, proactive and have an in-depth knowledge of the business environment.<br>▪ Must exhibit drive energy, aggression and passion for business development and acquisition | • Ability to evaluate needs of customers, and determine what products or service would best serve those needs<br>• Strong interpersonal and communications skills.<br>• Must be technology savvy |

**REPORTING RELATIONSHIPS**

**Reports to :** Head Retail Banking

**Supervises :** Branch Operations staff, RM, & RO's