

Citizens Bank

Job Description

Vice President

Branch Administrator

Department: Executive

Date: October 23, 2019

Reports to: Jed Fanning, President & CEO

Supervises: Branch Managers/Personal Banking Manager/Marketing Officer/Branch Operations Supervisor

Summary: Oversees and administers the management of the full-service branches for profitability, growth, and consistency in operating procedures, including electronic banking operations. Aligns marketing strategies to support all branches and departments in meeting the bank strategic goals and objectives for growth and profitability, including business development activities. Serves on the bank's Compliance Committee, Marketing Committee, and IT Committee.

Duties and Responsibilities

1. Branch Administration

- Manages the bank's full service branches to ensure profitable growth in deposits, consumer loans, and non-interest income while adhering to the bank's policies & procedures.
- Effectively coordinates workflow and management of all teams under supervisory authority to meet goals and objectives with focus on deposit growth/retention and profitability.
- Responsible for the quality and growth of the bank's consumer loan portfolio. Ensure consistency in underwriting and approval of consumer loan applications, to include periodic evaluation of scoring/decision models and tools with the goal of improved efficiency and uniform compliance with credit policy standards.
- Guides and assists in development of branch staff by conducting meetings, setting branch goals, establishes & reviews Workplan progress for branch staff.
- Monitors and directs personnel in activities to ensure adherence to the Bank's Core Values and Service Standards.
- Reviews branch balance sheets, income statements, and other pertinent branch reports.
- Prepares financial and regulatory reports required by regulations with reports made to Executive Management.
- Ensures consistency in branch management, procedures and operations. Reviews and develops appropriate policies to maintain and enhance uniform procedures.
- Monitors branch staffing levels, including employee scheduling to ensure efficiencies and adequate coverage to meet customer service needs.
- Ensures all banking facilities meet bank standards while providing for the most efficient customer delivery models, including compliance with required workplace laws and regulations.

EEO/M/F/Veteran/Disabled

2. Electronic Branch Banking and Digital Strategy

- Develop and analyze statistical data reflecting electronic banking activities and operational performance.
- Collaborate with IT Department and Marketing to manage electronic banking data, establish objectives and goals, and promote products.
- Implements, monitors and modifies as necessary, electronic banking systems and services.
- Lead efforts to develop a more comprehensive and innovative Digital Strategy.

3. Marketing

- Responsible to ensure the bank's Marketing Strategy meets established goals.
- Works with the Marketing Officer for the planning, development, and monitoring of the annual marketing plan.
- Works with branch managers and business bankers to foster customer relationships and business development efforts.
- Understand and support all product offerings to include on-line banking services, cash management, and account analysis. Monitors all product offering to meet customer needs and maintain competitiveness in the markets we serve.

4. Community Involvement/Education

- Presents to outside community and business groups to promote business development opportunities.
- Conduct training seminars to enhance staff skills and knowledge levels.
- Work with branch managers on staff development, business management and financial matters.
- Participate in community affairs to increase the bank's visibility and to develop new business opportunities.

Other duties as assigned

Qualifications

A high school diploma with B.S. or B.A. college degree preferred. Fifteen years of banking experience in a management position with previous branch administration, including digital banking, and experience in successfully managing a branch network and/or various departments required. Strong management and organizational skills, with proven leadership abilities is essential. Aptitude to think through and understand a process from start to finish. Capability to solve problems quickly and accurately. Proficiency in reading and writing to produce routine reports and correspondence. Ability to speak effectively to groups, conduct training, and carryout effective meetings. Strong problem solving, mathematical and credit analysis skills. Competence to apply commonsense understanding to carry out instructions furnished in written, oral or diagram form. Expertise to make decisions and handle a variety of situations within the branches or departments. A valid driver's license is required.

Work Environment

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee is frequently required to sit and occasionally required to walk and be able to talk and hear. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. The noise level in the work environment is usually moderate.