

EXTERNAL ADVERTISEMENT VACANCY

Retail Banking Manager

Applications are invited from persons with suitable qualifications to fill the position of “Retail Banking Manager” at Republic Bank Limited, British Virgin Islands (BVI).

As the leader of the branch Sales and Service teams and the ‘face’ of Republic Bank in the community, the Retail Banking Manager is responsible for the overall success of the branch across all balanced scorecard quadrants for all retail and small business segments. These goals include, but are not limited to, portfolio growth, sales, sales productivity, customer service, number of customers, referral generation, operational effectiveness, employee engagement and teamwork. The incumbent will achieve his or her branch’s goals by planning, monitoring, coaching to and executing sales, service, and operational activities to consistently provide the appropriate financial solutions and superior service to meet customer needs.

To drive sales performance, the Retail Banking Manager oversees the branch’s Sales Team through goal setting, business plan development, public outreach, performance oversight, and coaching to reinforce desired skills, behaviours and attitudes. With the support of the branch’s Assistant Manager Service & Support (and Operations and Shared Services, if applicable), the Retail Banking Manager will ensure superior customer service, a smooth and efficient operational routine, a professional image; and, that management controls are in place and effective. In addition, the Retail Banking Manager oversees all employee development and performance management activities and is responsible for building a customer focused sales culture amongst the entire Branch Team.

DUTIES AND RESPONSIBILITIES

1. **Champions a customer focused culture to deepen client relationships and leverage broader Bank relationships, systems and knowledge.**
2. **Lead the Branch’s Sales team in growing the branch’s retail mid-market and small business portfolios and customer base to meet and/or exceed portfolio growth, sales and referral targets (may be supported by a Manager Personal Banking or Assistant Manager Personal Banking)**
 - Develop and negotiate activity and results goals for individual sales officers based on their experience, past performance, and position, including receiving agreement from staff with respect to their negotiated goals.
 - Develop branch level targets and business plans to achieve sales and service targets; and oversee execution within established timeframes.
 - Develop Centers of Influence outside the Bank, (e.g., accountants, real estate agents, associations, etc.) to act as external referral sources. Maintain strong relationships with select community organizations to advance the image of the Bank and encourage referral business.
 - Hold employees accountable for achieving portfolio and sales targets:
 - Monitor Sales Officer activity throughout the week, using CRM reports, to ensure sufficient sales and sales activities are in place to achieve targets.
 - Lead, development, planning, execution, and implementation of marketing initiatives agreed at RBBVI, inclusive of new products reviews.
 - Ensure Officers are executing all Bank promotional programs and marketing initiatives, including execution of any Direct Marketing campaigns.
 - Ensure Sales Officers have thorough knowledge of product features, benefits, pricing, policies, and procedures to provide customers with the appropriate financial solution. Facilitate through regular skill building sessions.
 - Ensure Sales Officers have working knowledge of product features, benefits, pricing, policies and procedures for small business, commercial and basic investment products, including an understanding of legislation limitations of sales in branch, to identify referral opportunities.
 - Ensure Sales Officers are educating customers on direct/self-service channel options so they can transact in a way most convenient for them.
 - Take primary responsibility for the quality execution of the Banking Sales & Service Disciplines within the branch:
 - Conduct or assist with daily kick offs to review results-to-date, communicate Sales & service priorities and build team morale.
 - Hold weekly formal one-on-one coaching sessions with Manager Personal Banking or Assistant Manager Personal Banking (if applicable) and with each Sales Officer reporting directly to the Retail Banking Manager, focusing on sales results, sales activities, pipeline, successes to reinforce positive interactions/behaviors, opportunities for improvement and tactical actions to support ongoing improvement.
 - Conduct regular (minimum monthly) observational coaching sessions to ensure Sales Officers have thorough product knowledge and selling skills to identify and provide solutions to effectively meet the customer’s financial needs.
 - Lead weekly sales meetings to acknowledge positive results, communicate the weekly focus, discuss pipeline, review the week’s goals and priorities, share best practices and successes, and address challenges.
 - Lead weekly Branch Management Team Meeting to discuss any critical branch management issues
 - Lead monthly sales and service meetings for all Branch staff to share progress on Business Plans and goals, engage in group learning and problem solving and reward and recognition.
 - Develop and execute Quarterly Action Plan to identify key priorities to achieve branch goals.
 - Review the investigations and credit applications of the retail and small business team, according to individual approval limits/conditions and in accordance with standard Bank policies.

- Authorize applications within standard Bank policies and limits and forwarding out of policy/over-limit applications to the LSU for review and adjudication.
- Ensure retail collateral is completed, executed and lodged in accordance with standard Bank policies and procedures.
- Ensure staff members are adhering to Bank and Branch security procedures with respect to assigned authorities and responsibilities.
- Monitor retail delinquency and overdrafts within Bank policies and conducting periodic reviews of small business loans and Merchant services as required.
- Work with the sales team to manage workloads or customer portfolios.
 - Consistently demonstrate and promote how sales tools such as CRM system (e.g., Sales Platform, Counselor), Total View, and Step One should be used for customer acquisition, growth and retention.
- Ensure Sales Officers are participating in all necessary training programs.

3. Lead the branch team in delivering superior customer service to achieve the Branch's Customer Advocacy (e.g. NPS, Service Delivery and Customer Satisfaction) and referral goals, with the support of the Assistant Manager Service & Support

- Develop and negotiate referral goals for individual officers based on their experience, past and performance and position.
- Ensure consistent delivery of our Service Promise:
 - Make every customer feel welcome.
 - Take time to understand and anticipate customer needs.
 - Provide advice and solutions that are right for each customer.
 - Follow-through and keep promises.
 - Sincerely thank every customer, every time.
- Review results of the branch's Customer satisfaction and Net Promoter Score survey and lead the development of an Action Plan to address key issues (with the Assistant Manager Service & Support, Manager Personal Banking and/or Assistant Manager Personal Banking).
- Take responsibility for customer concerns/complaints by resolving those matters within his or her discretion to the customer's satisfaction or by referring the customer to the next appropriate level of authority.
- Provide regular direction, guidance, support and coaching to the AMSS as required.
- Participate periodically in service meetings, service coaching sessions and service skill building sessions.
- Conduct Branch sales management disciplines twice a month.
- Ensure staff levels are scheduled to match known traffic/activity patterns in the branch.
- Ensure the branch presents a professional image and service standards are maintained.

4. Ensure the Branch's operational effectiveness

- Monitor the daily accounting cycle in the branch, including the review of appropriate reports and follow-up with the Assistant Manager Service & Support to ensure compliance regarding policies and procedures.
- Ensure that daily and periodic management controls are in place and effective.
- Ensure workflows and organization plans are appropriate in order to provide efficient operations.
- Monitor non-interest expenses against budgets and ensuring there are reasonable explanations for variances
- Monitor the Plan of Organization and scheduling to ensure the branch is operating efficiently and adjust as required.
- Ensure human resource administration for all sales officers is current, accurate and reasonable including salary administration, performance management, staff turnover and absentee documentation.

5. Ensure the Branch is effectively merchandised

- Complete a Branch Merchandising Checklist for the branch per Divisional guidelines. Prepare an action plan to address any deficiencies and follow through to ensure deficiencies are corrected promptly.
- Ensure the branch is in possession of an up-to-date advertising schedule, and supporting POS materials, on a monthly basis and the materials displayed are compliant. Request an updated schedule from your Product and marketing Hub if required.
- Ensure adequate inventories of marketing materials are maintained; replacing damaged posters and inventory as required.

6. Oversee execution of the Branch Compliance/Security responsibilities by all Branch Staff as reflected in the Branch Services and Procedures Manual

- Review customer transactions and activity according to established policies and procedures Provide direction to staff regarding group and local regulatory KYC/AML policies, ensuring that training on KYC/AML matters is provided and taken by all staff within established policies and procedures.
- Ensure branch staff is applying KYC requirements. (i.e. identifying high risk customers, conducting EDD or DD, etc.)
- Reviewing large transactions for suitability and reasonability.
- Report any unusual transaction or fraudulent activity to your direct supervisor / Compliance Officer as soon as you become aware of it as per established policies and procedures.

7. Develop branch staff to build an engaged and satisfied team and customer focused sales and service culture

- Create an environment of continuous improvement by guiding staff in the preparation of Employee Development Plans to close competency gaps, broaden their knowledge base, and position them for future opportunities within the organization.
- Motivate and focus the efforts of branch team using the Reward and Recognition Programs, as applicable.
- Lead branch achievement and improvement of Viewpoint results, including Action Plan development and execution to improve on noted gaps.
- Complete the Performance Appraisal Report (PAR) for all direct reports on quarterly and annual basis.
- Recognize top Sales & Service performers through Reward and Recognition programs.

- Coordinate the recruitment, selection and relocation of all branch-level Sales & Service staff.

QUALIFICATIONS AND EXPERIENCE

The incumbent requires an expert knowledge of the Bank's Retail and Small Business Banking branch operating model, Sales and Sales disciplines, sales management techniques, the Sales Conversation Roadmap, Our Service Promise/core values, product features and policies, compliance requirements, standard operating procedures, local competitive landscape and Republic Bank's competitive positioning within the market are required. The incumbent will use their knowledge and skills to identify and rectify problems or issues, which may include negotiations with their respective Country's Senior Leaders and/or Managing Director.

The incumbent must possess strong leadership and coaching skills. He/she must set a positive example for change and influence the branch team to do the same. He/she must have the ability to motivate others with whom they come into regular contact and must demonstrate highly refined interpersonal and communication skills, both written and verbal. This role requires a keen awareness of all the various initiatives being rolled-out at the branch to effectively provide advice and develop solutions on various issues. In order to maintain the level of knowledge required, networking with the various support and product groups is necessary. Lastly, the individual must be able to communicate clearly, foster credibility amongst the Retail team and peers.

The incumbent will be expected to work and build strong relationships with various teams both within and supporting the branch network, including Shared Services and the local Compliance Officer.

BEHAVIOURAL COMPETENCIES AND SKILLS

- Strong Accuracy and Thoroughness, Customer Focus, Empathy, Flexibility, Persuasion, Results Oriented, Team Oriented and Oral/Written Communication skills.

Your comprehensive resume and three (3) references should be received no later than **October 7, 2024 to:**

**Human Resources Department
Republic Bank (British Virgin Islands) Limited**

**P.O. Box 434, Road Town
Tortola, VG1110
British Virgin Islands
Email: marcia.creque-scatliffe@rfhl.com**

All applications received will be treated with the strictest of confidence. BV Islanders and Belongers will be given preference. We thank all interested applicants; however only shortlisted candidates will be contacted.