

Job Title : Regional Manager

OVERALL PURPOSE:

Regional Manager lead the Branch Managers by providing guidance, training and mentorship, aligning sales target and goals, creating sales plans, analyzing data, implementing sales activities and building their team.

Regional Manager is fully accountable for the delivery of the business performance and smooth service operations of the branches within the region.

- ◆ Work with Branch Managers to **Deliver** assigned business targets. Strategize and implement sales activities and plans daily/weekly/monthly/quarterly to ensure business targets are consistently met and exceeded.
- ◆ Supervise daily branch operations, ensuring service measurements targets are met and continuously up-lift customer experience.
- ◆ Monitor and managing controls and compliance of branch operations within the standard operating procedures and policies of the bank.

RESPONSIBILITIES:

Delivering Business Targets:

- ◆ Drive the performance of individuals and branch targets in alignment with the bank sales and service strategies and ensure the delivery of targets through daily/weekly/month sales management discipline and review.
- ◆ Contribute and participate in the annual business planning and budgeting cycle to ensure aggressive sales and business targets that reflects the region's business potential and the branches' capacity.
- ◆ Establish sales goals by projecting expected sales volume and forecasting and developing sales quotas for branches and the region.
- ◆ Develop sales and marketing activities and action plans to facilitate the implementation of the regional sales programs aligned with assigned business targets
- ◆ Develop and implement new programs, sales initiatives and strategies to capture key target market
- ◆ Design cross-selling and lead referral programs and campaigns to activate workforce within the region. Ensure the effectiveness of cross-selling and leads referral activities through leadership support and guidance.
- ◆ Uplift the regional sales volume to its best possible potential.

Managing Customer Experience & Branch Services

- ◆ Meet with customers to understand and discuss their evolving needs and to assess the quality of the Bank's relationship with them.
- ◆ Recommend service, product enhancement and marketing programs to improve the sales potential and customer experience.
- ◆ Drive the achievement of service performance targets and provide focus on resolving customer issues and challenges.



Monitoring and managing Branch's compliance and operational risk

- ◆ Manage productivity and efficiency of the branch operation.
- ◆ Ensure that the branch is meeting all compliance and regulatory requirements.
- ◆ Develop and implement tight follow-up discipline on operational lapses and ensure effective close-loop learning from operational errors.
- ◆ Develop zero tolerance culture towards operational lapses and internal fraud.

Developing Individuals and Team

- ◆ Develop strong frontline teams and individuals through training programs to up-skill and re-skill, implementation of individual recognition, performance review, people management and reward system
- ◆ Provide time and effort for one-on one sessions with Branch Managers and Sales Individuals to review performance and for future developmental needs to build a strong regional team
- ◆ Participate in interviews and the processes of recruiting new hires especially in critical roles such as Branch Managers, Deputy Branch Managers and Sales roles
- ◆ Keep current with economic indicators, changing trends, supply and demand and competitors to maintain sales volume, service performance and operational integrity

QUALIFICATIONS REQUIREMENTS:

- ◆ Bachelor Degree or Masters in tertiary education
- ◆ Min – 5 years of branch management (banking)
- ◆ Has hands-on experience driving and achieving business targets
- ◆ Has experience leading Sales/Service teams with strong achievement track record
- ◆ Excellent organizational, communication and analytical skills
- ◆ Strong Leadership presence that is able to motivate and inspire excellence
- ◆ Creative problem-solving skills
- ◆ Strong relationships building skills and stakeholder management skills

Contact Info:

Email: hr@vattanacbank.com

Phone Number: 023 963 999 / 070 723 747