

SVP, Retail Banking, Sales and Marketing



JOB TITLE: SVP, Retail Banking, Sales, and Marketing

REPORTS TO: President/CEO

DEPARTMENT: Retail Banking / Marketing

Position Summary: Reporting to the President, the SVP, Retail Banking, Sales, and Marketing plans, organizes and directs the Bank's overall retail banking and marketing activities in support of the Bank's strategic and operating goals and objectives. He/she is responsible for the development and implementation of retail banking policies, products, and strategies, ensures the delivery of exceptional service, and achievement of defined sales goals. He/she also ensures the efficient and effective delivery of products and services. As a senior officer and member of the Bank's Management Committee, participates in strategic planning and general Bank management activities.

Responsibilities:

- Provides strong leadership to Retail Banking and Marketing teams. Plans, organizes and directs retail sales and service activities and bank-wide promotion and sales of products/services through subordinate officers and managers.
- Ensures compliance with all state and federal regulations and bank policies related to retail banking operations and advertisements or promotions of products and/or services.
- Establishes and maintains an effective and efficient plan of organization. Provides for the continuing development of subordinate managers and staff. Conducts periodic performance reviews; identifies training and/or performance needs and ensures appropriate action.
- Oversees the marketing strategies for core bank and fee-based product development or promotions. Works closely with other members of management in the formulation of product policy and pricing decisions.
- Utilizes internal and external research data to evaluate products, services, market areas and customer segments; recommends strategies in design, delivery and pricing. Participates in the development of new or improved bank products, services, or delivery channels.
- Ensures that tracking and reporting systems are in place to effectively identify customer activities and trends, sales, and transaction volumes to maximize profitability. Participates in the identification, selection and implementation of any customer or sales tracking systems (CRM, MCIF, or of propriety sales reporting programs).

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- In conjunction with the President and VP, Director of Marketing & Sales, participates in the development and delivery of public relations and communication programs.
- Develops and implements sales and service strategies; develops sales goals and monitors performance to budget; intervenes as necessary to meet/exceed goals and objectives.
- Keeps abreast of trends and developments in banking, particularly in retail banking products and services, consumer lending, and traditional or alternative branch banking.
- As a senior officer and member of the Bank's Management Committee, participates in formulating strategic and operating goals and objectives for the bank. Participates in numerous standing committees, including: Pricing, ALCO, Compliance, and Technology. May participate in, or chair, other committees as needed.
- Monitors and operates within approved budgets.
- Resolves customer inquiries, problems, or complaints requiring a higher authority level.
- Represents the Bank through active participation in community and industry activities that promote the Bank's interests.

Knowledge, Skills, Requirements:

- Bachelor's degree in Business Administration or its equivalent through specialized training in sales management, project management, lending, or related subjects
- Proven knowledge of general banking regulations, policies, procedures, products and services
- Five or more years of experience in a managerial role in a banking environment
- Excellent written and verbal communication skills

Physical Demands and Condition Requirements:

- General office environment.
- Some travel for special events planning and marketing production.

Equipment Used:

- General office equipment, i.e., calculator, photocopier, etc.
- Computer

ADA: The employer will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990.