



TITLE: Sr. Branch Manager

REPORTS TO: Director of Operations

PURPOSE:

The Senior Branch Manager is responsible for overseeing branch operations, ensuring exceptional member service, and driving business development. This role provides strategic leadership, supports the credit union's mission, and fosters a high-performing team. The Senior Branch Manager also plays a key role in training, compliance, and organizational growth.

RESPONSIBILITIES:

- Lead branch operations, ensuring efficiency, compliance, and adherence to credit union policies.
- Provide guidance, training, and coaching to branch staff, including the Branch Manager, to maintain a highly motivated, well-trained team.
- Develop and execute strategies for membership and deposit growth, ensuring alignment with credit union objectives.
- Foster a culture of cross-selling, ensuring the branch meets or exceeds scorecard goals.
- Build and maintain strong member relationships, resolving complex account issues when necessary.
- Monitor cash needs, branch performance, and operational efficiency to optimize service levels.
- Represent the credit union in the community, developing business relationships and identifying growth opportunities.
- Assist in the development of training programs to enhance team member knowledge and engagement.
- Collaborate with the Director of Operations and Executive Management Team on strategic initiatives and process improvements.
- Oversee vacation and time-off requests, ensuring adequate staffing levels.
- Ensure proper security, record retention, and compliance with regulatory requirements.

BSA COMPLIANCE:

Must uphold compliance with the Bank Secrecy Act (BSA), OFAC, USA PATRIOT Act, and related regulations. This includes member identification, monitoring high-risk accounts, reporting suspicious activity, and ensuring adherence to anti-money laundering policies.

JOB COMPETENCIES:

- Business Development
- Decision-Making & Judgment
- Deposit & Membership Growth
- Employee Management



REQUIREMENTS:

- Bachelor's degree in Business Administration or related field preferred.
- Five or more years of management experience in a financial institution.
- Strong leadership, decision-making, and problem-solving skills.
- Excellent communication and interpersonal skills.
- Proficiency in Microsoft Office and banking software.
- Ability to write reports, implement policies, and ensure operational compliance.
- Flexibility to work Saturdays and at multiple locations as needed.
- Completion of all required compliance and information security training annually.

WORKING CONDITIONS:

- Ability to lift 10-15 lbs.
- Ability to sit for long periods of time.