



**TITLE:** Senior Branch Manager

**REPORTS TO:** Director of Retail

**PURPOSE:**

The Senior Branch Manager is responsible for overseeing branch operations, ensuring exceptional member service, and driving business development in alignment with the credit union's mission and strategic goals. This role provides strategic leadership and day-to-day oversight for a high-volume, community-focused branch, fostering a high-performing team while maintaining a strong culture of compliance, accountability, and service excellence. In addition to operational leadership, the Senior Branch Manager plays a critical role in stabilizing branch performance, strengthening staff engagement, and developing leadership capability across the team. This role leads staff development, coaching, and training initiatives, promotes operational efficiency, and supports organizational growth by aligning branch performance with enterprise objectives. Through visible leadership, effective decision-making, and community awareness, the Senior Branch Manager supports the credit union's continued success and long-term growth within the Detroit market.

**\*\*Additional New Hire Bonus available after 90-days of employment\*\***

**RESPONSIBILITIES:**

- Provide senior oversight of branch operations to ensure operational excellence, regulatory compliance, and adherence to credit union policies and standards.
- Lead, coach, and develop branch leadership and staff, including direct guidance and support to the Branch Manager, to cultivate a high-performing, accountable, and engaged team.
- Drive membership and deposit growth through the development and execution of strategic initiatives aligned with organizational goals and market opportunities.
- Promote and reinforce a strong service and sales culture, ensuring consistent cross-selling behaviors and accountability for scorecard performance.
- Build and maintain strong member relationships, serving as an escalation point for complex or sensitive member matters as needed.
- Monitor branch performance, cash positioning, staffing levels, and operational efficiency to optimize service delivery and resource utilization.
- Serve as a visible representative of the credit union within the community, developing external relationships and identifying opportunities for business growth and expansion.
- Partner in the development and enhancement of training initiatives to strengthen team capability, engagement, and performance.
- Collaborate closely with the Director of Operations and Executive Management Team on strategic initiatives, operational improvements, and organizational priorities.



- Oversee staffing coverage and time-off planning to ensure continuity of operations and consistent service levels.
- Ensure appropriate controls related to security, record retention, and regulatory compliance are consistently maintained and reinforced.

### **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:**

- Seven or more years of leadership experience in a financial institution
- Bachelor's degree in Business Administration or related field preferred
- Jack Henry Symitar system knowledge preferred
- Experience leading operations for a high-volume, large asset size branch
- Proven experience overseeing, coaching, and developing teams of 15 or more team members
- Flexibility to work Saturday's, and assist at other DMCU branch locations as needed
- 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
- Completion of all required compliance and information security training annually
- Comfortable in a high-transaction, community-development-focused branch
- Able to lead in high traffic corporate-office environment

### **WORKING CONDITIONS:**

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