Mid Minnesota Federal Credit Union

Job Title: Branch Manager **Classification Code:** Exempt

Reports to: Regional Manager **Revised:** June 2024

General Purpose: Direct and oversee all areas of branch operations. This includes Staff coaching and development, promoting a sales and service culture, Branch growth strategizing and execution, Community involvement, building grounds maintenance and security to provide a safe physical and financial environment for members and staff and Serving members in lending, deposit and teller roles.

Fundamental Duties:
1. Responsible to maintain the highest standards of Integrity, Personal Responsibility, Sense of Community, and Teamwork by self-example and monitoring of staff within and outside Mid-Minnesota Federal Credit Union.
2. Responsible for building member loyalty through an uncompromised commitment to meeting and exceeding members' expectations.
3. Responsible for establishing branch or department goals, analyzing accomplishments, and ensuring day-to-day activities are consistent with credit union overall goals.
4. Responsible to develop and maintain relationships with credit union members by determining member needs and maximizing all opportunities to sell additional credit union products and services.

Essential Duties/Responsibilities

1. Fulfill all duties of Member Service Specialist position. In some locations also fulfill duties of Teller Service Specialist.

2. Conduct planned Integrity Coaching® sessions with each member of team monthly; weekly for new hires. Incorporate Behavior Styles® techniques when communicating with teams. Document coaching sessions using MMFCU's approved tracking.

3. Set sales goals and performance goals in line with budget expectations for each staff member, coaching staff to those goals and adjust as needed to meet individual and branch needs. Coach to the AID INC steps during coaching sessions and on the job. Ensure staff work is accurate, efficient and supports quality service to members.

4. Support staff and offer guidance to aid in reaching any career development goals they have.

5. Direct responsibility for supervisory functions including hires, terminations, promotions, time off requests, transfers, performance appraisals, training,

development and coaching of staff and interpretation of credit union rules and policies for personnel.

6. Maintain organizational structure established by management. Organize subordinate personnel into effective, efficient work groups. Ensure that direct reports are granted proper authority and responsibility to carry out assigned functions. Review work systems to reduce duplication of effort and unnecessary work.

7. Conduct all personnel functions in accordance with applicable statutes (e.g., EEO, OSHA, Fair Labor, etc.).

8. Assist in the development of the branch strategic plan including its budget. Implement the branch strategic plan and oversee operations budget to accomplish objectives.

9. Together with other product managers and branch team, strategize to meet goals of each dept such as Mortgage, Business Lending, Investments, Insurance.

10. Develop sales strategies based on the unique economic environments of local market. Branch manager is responsible for identifying strategies that can drive business to the branch.

11. Develop relationships with area businesses to gain their business and offer bank at work or other partnerships which also support credit union growth. Partner with other non-profits to support their efforts and aid in growth, when possible.

12. Work closely with marketing to analyze market profiles and implement strategies based on this information. Provide marketing with local market information to aid in marketing efforts.

13. Analyze competition and identify credit union competitive advantage and/or areas in which the credit union is not remaining competitive.

14. Be actively involved in the community promoting Mid Minnesota Federal Credit Unions and its commitment to the community.

15. Direct daily branch operation, branch audit, cash management and security control functions. May delegate portions of responsibilities, when necessary, but not delegate overall responsibility for results nor any portion of accountability. To implement and execute all executive management approved decisions.

16. Ensures that the branch image is favorable, reflecting a sound and secure financial institution that employs prudent housekeeping procedures, safety measures and provides a pleasant atmosphere for members, including privacy, confidentiality and ease of use.

17. Implement and execute all management-approved decisions, policies and procedures ensuring proper interpretation thereof.

18. Provide guidance to other branch staff in the absence of the branch manager of that location.

19. Assist management with NCUA or other audits by assisting the auditors and Answering questions.

20. Assist with covering other branch locations during times of a branch manager vacancy at another location.

Other Duties/Responsibilities

1. Maintain the highest standard of Integrity, Personal Responsibility, Sense of Community and Teamwork by self example and coaching of all staff at Mid Minnesota Federal Credit Union.
2. Perform specific and delegated duties as assigned by management.

Job Qualifications (Knowledge)

1. Have a working knowledge of laws and regulations affecting Credit Union operations.
2. Have the ability to effectively communicate with all levels of the organization, vendors and members.
3. Have a working knowledge of Mid Minnesota Federal Credit Union policies, procedures and sales and service philosophy.
4. Have a working knowledge of safety and security program for alarms, robberies, bomb threats, extortion, etc.
5. Working knowledge of credit union's in-house computer system.

Job Qualifications (Skills)

The credit union is committed to working with its employees to reasonably accommodate them with the physical aspects of the position. The following list outlines the physical considerations that are normally encountered in this job.

1. Vision: A sighted person to read and interpret financial data.
2. Speech/Hearing: Ability to communicate verbally and in writing with staff, members and vendors.
3. Manual Dexterity: Ability to perform necessary computer-related input.
4. Physical Mobility: Limited mobility required. Requires the ability to work flexible hours.

Job Qualifications (Ability)

1. Ability to understand and follow complex written and oral instructions.
2. Ability to comprehend complex functions and procedures and to be able to disseminate that knowledge in a clear and understandable format to others.
3. Ability to express oneself clearly and concisely both orally and in writing. Effectively communicate with all levels of the organization and to outside parties.
4. Ability to prepare and maintain confidential records and reports.
5. Ability to gather, assemble, correlate, and analyze facts and develop solutions
6. Ability to understand basic statistics and financial data.
7. Job requires One year certificate from college or technical school, plus two years' experience or training in supervisory position.

Working Conditions

Material and Equipment Involved

- Personal Computer
- In-House Computer System
- 10-Key Calculator
- Credit Card System
- Credit Bureau System

Work Environment/Physical Activities

Ability to oversee fast-paced area. Ability to handle multiple tasks simultaneously. Work creates normal fatigue daily. Work creates moderate stress during certain periods during daily routine. Job does not have specific volume and pace of work standards except that the job requires that members be served in the timeliest manner possible. Job requires extensive member contact on a continual basis.

Notice: This job description is not intended to be, nor should it be construed as, a contract for employment. The credit union makes no guarantee of permanent employment. This job description is to be used as a guideline to give you an understanding of what the credit union has defined this position to be. Management may make changes to this job description.

The credit union is willing to accommodate handicaps to the extent a financial service organization can without impacting financial control or member service. The credit union is an Equal Opportunity Employer.

Employee Printed Name: ____________________________________

Employee Signature:____________________________ Date:__________________