

Regional Branch Manager I - Community

City & County Credit Union

Classification: Exempt

Reports to: VP Brand & Retail Experience

Review Date: July 2026

JOB DESCRIPTION

The Regional Branch Manager I – Community plays a vital role in leading four City & County Credit Union community branch locations. This position is responsible for developing branch managers, supporting operational excellence, and ensuring each branch delivers exceptional member experience while advancing the credit union’s mission, vision, values, and strategic goals.

The ideal candidate is passionate about developing others, driving branch performance through the credit union philosophy, and championing City & County Credit Union’s Think Pink mindset every day.

Essential Functions:

- Coach, develop and directly supervise four branch managers – remote & in-person- to actively live out City & County’s Service Standards.
- Responsible for the overall direction and performance of designated branches. This includes hiring, performance evaluations, scheduling, training, and coaching staff regularly.
- Manage workflow and staffing levels to ensure efficient delivery of credit union products & services to the membership.
- Collaborate with the VP of Brand & Retail Experience and the Member Experience Leadership Team to align department strategic objectives with overall organization goals. This includes assistance in execution and program development.
- Responsible for tracking individual performance and coaching teams to achieve performance goals.
- Support Branch Managers in creating a successful Business Development and outreach plan for each location to increase member referrals.
- Develops and maintains a strong pipeline of referral sources through business development activities, including individual and joint branch presentations, networking events, and community outreach.
- Monitor branch operations to ensure sound business practices and adherence to credit union, NCUA, regulatory policies and procedures, including ensuring consistent practices across all locations.
- Accountable for the various audit functions/results of each office which also includes assisting in an annual audit at each branch.
- Coach front-line managers following the LEAD Sales & Service Training program to create and support value-based selling to empower members and achieve sales goals.
- Generate, analyze and monitor reports to determine employee efficiency, response time, accuracy, new business opportunities, and member satisfaction to understand & improve delivery & quality of member service.
- Create executable action plans for performance improvements based on Voice of the Member results and overall performance.
- Contribute input and recommendations to improve service delivery and support the development and implementation of process improvements.
- Collaborate with departments across the organization to create efficiencies, share knowledge and create a positive working relationship.
- Host and coordinate team meetings to align direction and share performance metrics.
- Provide backup assistance to Branch Managers, Member Engagement Specialists and Tellers on an as-needed basis, filling in for staffing situations.
- Travel is required.
- Follow Bank Secrecy Act (BSA) policies and procedures as it relates to this position
- Other responsibilities as assigned.

Competencies & Skills:

- Possess strong leadership characteristics including ability to act with integrity, handle confidential information, communicate a compelling vision, set expectations and hold others accountable.
- Demonstrate excellent member service skills, including identifying opportunities to recommend products and services that meet member needs.
- Demonstrate excellent written, verbal, and presentation communication skills while communicating professionally and effectively with employees, members, and external partners.
- Work collaboratively as a team player and build positive working relationships across the organization.
- Demonstrate flexibility and adaptability in response to changing priorities and business needs.
- Maintain a high level of attention to detail, accuracy and thoroughness.
- Demonstrate strong planning, organizational, and time management skills.
- Effectively manage multiple priorities in a fast-paced environment.
- Understand and follow Credit Union policies, procedures, and security requirements.

Qualifications:

- Bachelor's degree or equivalent combination of education and credit union/banking experience.
- Minimum of 2 years of management experience required.
- 5 - 7+ years of credit union or banking experience preferred.
- Ability to supervise approximately four direct reports with overall responsibility for a team of 15+ employees.
- Knowledge of credit union operations and applicable regulations, including NCUA requirements, IRA regulations, loan regulations, and security procedures.
- Must be able to obtain and maintain Notary Public and Medallion Signature Guarantee authorization.
- Experience coaching and developing employees, including those in remote locations, is preferred.
- Must meet SAFE Act requirements, including NMLS registration and ongoing compliance.
- Knowledge of federal and state lending regulations, including TRID, RESPA, TILA/Reg Z, FCRA, and FDCPA.
- Understanding of consumer lending processes, including underwriting, credit analysis, loan products, and documentation.

Supervisory Responsibility:

This position manages all employees of the department and is responsible for the performance management and hiring of the employees within that department.

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers and phones.

Physical Demands:

This role requires a range of physical activities, including occasional walking, sitting, standing, bending, and reaching (both at ground level and overhead). Occasional lifting and carrying of materials up to 25 pounds. Frequent repetitive hand use, including simple grasping, twisting, wrist movement, and finger dexterity for tasks such as keyboarding, operating a 10 key calculator, and entering data. Frequent speaking, listening, and hearing to interact with members, staff, and the public. Occasional near-vision (20 inches or less) and frequent distance-vision clarity (20 feet or more).

Expected Hours of Work:

Longer hours, evenings and weekend work may be necessary.

Travel: This position requires up to 40% travel to provide branch coverage when short staffed and/or for in-person training sessions.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job as these may change at any time with or without notice.