

**Division:** Retail Branches  
**Reporting to:** Regional Director  
**Career Level:** Manager  
**Pay Type:** Salaried

**Job Overview**

The Branch Manager is accountable for leading a team of dedicated employees to create memorable experiences for existing and new members while ensuring efficient branch operations.

**Role**

- Passionately run the branch as if it is your own franchise where trademark member experience take place with every interaction and business results soar
- Regularly coach and provide feedback to your team members to enable them to have confidence in what they do, help them grow and drive to excel
- Focus on the end-to-end member experience to build and maintain incredible relationships with those who do business with us
- Lead your team to help our members meet their short and long term financial goals
- Steward digital and multichannel usage to meet members' needs
- Work to develop and implement an effective plan to keep 3<sup>rd</sup> Party Generated Business on the books and consolidate other products for these new members with FirstOntario
- Closely monitor and tightly maintain controls in accordance with policies to ensure operational integrity and perform credit quality functions
- Involve your team while you implement disciplined sales and services leadership processes and plans that deliver on member service and campaigns to support achieving annual financial targets
- Be on top of your budget responsibilities by monitoring expense activities and taking prompt corrective action as required
- Always be in the know regarding market activities and our competitive position relative to others in our communities
- Exude your enthusiasm to motivate your team to be the best they can in every aspect of what they do
- Celebrate the success of others by recognizing the contributions of committed team members and their achievements
- Align your values with the Mission, Vision and Values of FirstOntario
- Be a role model for FirstOntario's organizational culture by creating a positive impact
- Communicate in a fashion that is respectful and well understood
- Collaborate to collectively think of innovative ideas that drive business across the branch environment
- Build and utilize working relationships with internal business partners across the organization and external business contacts to support business goals
- Actively participate and encourage staff to join in community events as part of FirstOntario's overall commitment to Corporate Social Responsibility
- Utilize Lean methodology to streamline work processes and realize cost and resource efficiencies
- Be a change leader as FirstOntario continues to adapt to new and exciting ways of delivering business services
- Consider health & safety as a primary concern to ensure the overall well-being of your team and members
- Perform other duties we may need you to do

**Required Skills**

- Have a sound business acumen which you built from the ground up with a post-secondary degree or diploma in business or economics or an equivalent combination of education and industry experience
- Have well-versed people management skills and possess a team building leadership style that is effective in coaching, developing, retaining and motivating a team to deliver on excellent service; experience supporting a unionized workforce is considered an asset

Job Description: **BRANCH MANAGER**

- Be technically sound in every aspect of the operations of a branch in the financial services industry and be knowledgeable of our products and services
- Be knowledgeable in financial markets and interest rate yield/changes and how they affect their business and the Credit Union
- Have strong sales management skills in setting and monitoring sales targets, plans, pipelines and activities
- Demonstrate with enthusiasm your sales/business development experience preferably in the financial services/mortgage financing industry
- Be confident and skilled in taking initiative, assessing requirements, developing plans and taking the lead in making plans a reality
- Be analytical and detail orientated when it comes to sales reporting, identifying trends and reviewing the way we deliver our services
- Be adaptable and an organized multi-tasker that thrives in a fast pace, growing work environment
- Be a true leader
- Be quick to respond to requests for service from all of your clients
- Naturally foster high employee engagement
- Share your knowledge with your team and tell stories to inspire them
- Inherently demonstrate a high level of integrity and be trustworthy
- Be approachable with your superior interpersonal skills and innately demonstrate superior written and verbal communication skills
- Be able to take action in difficult and challenging situations and deal with uncertainty
- Be comfortable using a computer particularly MS Office and ideally have a working knowledge of a banking system
- Be willing to work irregular hours as required to accommodate branch hours, member meetings, networking and community involvement
- Be aware of and mitigate enterprise risk factors and ensure compliance with applicable regulations, legislation and FirstOntario policies and procedures

*Accommodations for persons with disabilities are available upon request during the application process.*