



ABC CAPITAL BANK LIMITED

JOB DESCRIPTION

JOB TITLE	:	BRANCH MANAGER
DEPARTMENT	:	BUSINESS DEVELOPMENT
NAME OF JOB HOLDER	:	
REPORTS TO	:	BUSINESS DEVELOPMENT MANAGER

Overall Purpose of the job:-

- Manage Sales
- Grow Personal Banking Business through achievement of projected targets and budgets, both in number and value; through effective management and leadership of the sales; and development of sales growth strategies and opportunities.
- Maintain high Service Delivery Standards
- Manage operational and business risks and costs to maximise profitability

Key Responsibilities:-

- Implement and coordinate Branch business plans, policies and procedures as approved by the Board
 - Implement the Bank's Operations Manual
 - Ensure that the Bank complies with operational statutory requirements
 - Participate in the preparation of Branch budget and targets
 - Laying strategies to develop and increase sales volumes
 - Maintaining an aggressive customer calling program
 - Organizing open days and product fairs to promote sales growth
 - Monitor sales growth and prepare monthly reports
 - Retaining existing customers by maintaining high standards of customer service delivery and building customer loyalty
 - Provide leadership, direction and pace to the branch team
 - Proactively manage costs by monitoring expenditure against productivity and budgets
 - Manage operational risk for the branch to prevent losses and other associated risks
 - Verify physical cash balances in the safe and manage its replenishment
 - Verify physical cash holdings to be deposited in the Treasury
 - Any other duties that may be assigned from time to time by management.
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Key Performance Indicators:-

- Successful implementation and operationalization of new products at the Branches
 - Customer satisfaction rating.
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- Employee satisfaction.
 - Employee retention index
 - Reduction of costs within operations.
 - Reduction of frauds
 - Good audit ratings.
 - Measure service against set standards.
 - At least 3 trainings per staff annually.
 - Improvement on Branch productivity.
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Qualifications & Experience:-

- A University degree
 - A proven record in the delivery of business targets
 - Knowledge of SME products and understanding of credit and liability products
 - 6 years working experience 3 of which must have been in a bank in a management role
 - Full knowledge of Bank's products
 - Good knowledge of banking and financial market in Uganda
 - Computer literacy is a must
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