



Position Title: Product Manager (Digital Channels and Payments)
Reports To: Director of Treasury Management
FLSA Class: Exempt

Purpose: Primary contact and management of designated Treasury products including online and mobile client portals, integrated payables and corporate card.

Responsibilities:

- Develops marketing collateral, service agreements, product training, client implementation, and internal/external communications
- Oversees quality assurance for the assigned products to ensure performance to profitability goals and client satisfaction
- Monitors and influences product revenue and expense drivers to meet profitability and deposit goals of the assigned products
- Recommends price points based on industry benchmarks and product costs
- Researches and defines the product and technological requirements of clients; investigates and stays abreast of future trends
- Develops and tests new products and enhancements to existing services, and initiates all product launch activities
- Supports sales and implementation specialists when technical expertise is required
- Provides ongoing product support for all business partners, conducts product training, participates in product packaging, promotion, and market development
- Establishes, executes, evaluates, and monitors the strategic direction of assigned products and develops strategic and tactical plans for recommendation to the Director of Treasury
- Develops appropriate funding documents for new products and major enhancements in collaboration with the Director of Treasury
- Manages existing vendor relationships and actively participates in the sourcing of new vendors/partners. Including the development of business requirements, RFI's, vendor qualifications and implementation

Compliance Accountability:

- Responsible for compliance with all regulations, laws, and bank policies and procedures that pertain to day-to-day job responsibilities
- Responsible for maintaining a working knowledge of all compliance regulations pertinent to assigned duties by successful completion of any courses assigned on a timely basis



- Responsible for participating in BrandBank’s community development program at least one day each year
- Responsible for adherence to BrandBank’s Code of Professional Ethics and Conduct as well as observing and promoting compliance with the Code among fellow bank personnel, customers and vendors

Education and/or Certifications:

- Bachelors or Equivalent Experience; MBA or Advanced Degree preferred
- Strong working knowledge of digital channels and payment products such as mobile and online client portals, ACH, wire, corporate card and integrated payables
- One or more of the following accreditations are preferred: Accredited ACH Professional (AAP), Certified Treasury Professional (CTP)

Skills and/or Experience:

- At Least 10+ Years of Specialized Knowledge and relevant experience in banking, payments, product management & development and project management
- Ability to execute both strategic and tactical efforts related to the development and management of new products/product enhancements
- Demonstrated ability to manage complex projects across multiple functional areas and work in a fast-paced entrepreneurial environment.
- Strong understanding of complex systems and technology processes
- Ability to work and thrive in a dynamic, team-oriented environment
- In depth knowledge of specific Cash Management products and the overall industry; understands complex systems and technology processes
- Excellent leadership, people management skills and ability to interact skillfully with business partners and associates
- Motivation and drive to meet continual new challenges
- Exceptional perspective and analytical acumen to create innovative solutions to tough problems
- Advanced written and verbal communication skills

BrandBank is an Equal Employment Opportunity (EEO) employer and welcomes all qualified applicants. Applicants will receive fair and impartial consideration without regard to race, sex, color, religion, national origin, age, disability, veteran status, genetic data, or religion or other legally protected status.

To apply: <https://www.thebrandbank.com/careers>