

Newton Federal Bank, a \$280 million community bank located in Covington, Georgia has an immediate opening for a Branch Sales Manager.

Qualified candidates should submit resumes to [jaynlawson@newtonfederal.com](mailto:jaynlawson@newtonfederal.com) with "Branch Sales Manager" in the subject line.

Newton Federal Bank is an equal opportunity employer. It affords equal employment opportunity to all individuals, regardless of age, race, color, religion, gender, national origin, sexual orientation, gender identity, genetic information, veteran status or disability.

**POSITION SUMMARY:**

Oversees provision of a full range of services to customers and prospective customers. Ensures customers and prospective customers are promptly and professionally served. Provides general Bank information and cross-sells services. Participates in promotional activities for loan and deposit products and services. Fosters a strong sales culture throughout the Bank, ensuring all branch staff support the Bank's goals and objectives. Responsible for the growth and development of sales and market share within established goals and objectives.

**RESPONSIBILITIES:**

Responsible for establishing and fostering a strong sales culture throughout the Bank, specifically at the branch level

- Serves as the Leader for the Branch and is accountable for the sales and service efforts and actions of staff within assigned branch.
- Coaches and assists branch staff on sales tactics and approach, as needed.
- Helps to establish and set sales goals for staff.
- Maintains communications between the branch and management through regular operational reports and attending staff meetings.
- Keeps management informed of branch sales activities and of any significant problems.

In conjunction with Human Resources, hires, develops and manages CSR staff.

- Assists Human Resources with recruiting, interviewing and hiring new employees for open/ new CSR positions.
- Supervises, coaches and counsels CSRs.
- Assists Area Operations Manager with scheduling and maintains adequate CSR to meet the needs of the branch.
- Conducts performance reviews for CSRs.
- May participate in the discipline and termination of CSRs, with Human Resources, as appropriate.
- May also assist with hiring, developing and managing of Tellers, as needed.

Assumes responsibility for the development and implementation of effective Sales and Business Development strategies and functions. Takes responsibility for developing new market opportunities.

- Develops, in coordination with Senior Management, short and long term strategic sales and business development plans. Updates and monitors the feasibility of strategic plans on an on-going basis.
- Researches and designs strategies to capitalize on market opportunities and ensures that strategic plans complement market needs.
- Ensures sales and marketing plans, goals and policies are consistent with established Bank wide goals.
- Maintains in-depth knowledge of Bank products, services, operations and systems.
- Maintains a current knowledge of industry trends, opportunities, products and competitors to support business development opportunities.
- Proactively builds sales opportunities and expands customer base. Assists in development and implementation of sales plan to include product development to attract new business and maintain current customer base.
- Oversees and actively participates in call programs that include contacting existing customers to maintain and expand banking relationships.
- Contacts prospective customers to develop new business to include personal visits and outside calling.
- Identifies potential new products and services which may increase penetration into new markets.
- Ensures all new market sales initiatives and activities are in accordance with established Company standards.

Responsible for establishing and maintaining effective and professional business relationships with customers and delivers quality customer service through personal contact with customers to enhance current relationships or build new relationships.

- Resolves customers' requests and questions promptly and courteously.
- Actively and professionally cross sells Bank products and services.
- Provides answers to questions regarding loans and deposit products and services.
- Ensures the Bank's professional reputation is projected and maintained.
- Represents the Bank in business development efforts and at civic and community functions, as needed.

Assumes responsibility for effectively receiving and reviewing initial, non-real estate loan applications.

- Interviews, takes applications, gathers information and processes preliminary documentation for non-real estate loan requests.
- Refers and sends initial loan documentation to appropriate loan officer for further consideration and processing, if over assigned lending limit.
- Accompanies Loan Officers on in-person sales calls to potential loan customers.

Performs other duties and responsibilities as required or assigned.

- Stays informed of legal and regulatory changes and complies with all laws, regulations, and adheres to established internal controls and procedures when performing job duties.
- Serves as back up to the Area Operations Manager and Assistant Area Operations Manager, as needed.
- Assists in the opening of new accounts that are driven into the Bank from personal sales calls made.
- Serves as a back up to the Customer Relationship Representative and Teller positions, as needed, due to heavy volume only.
- Ready, willing and able to assist the branches in all areas, when needed and not out of branch making sales calls.

**MINIMUM JOB REQUIREMENTS:**

- College degree or two years' related work experience.
- Minimum of five years' experience with a full-service financial institution; previous lending experience preferred; previous supervisory experience.
- PC Proficiency using Microsoft Office; proven expertise in the operation of adding machine, telephone, copier, fax, and other general office equipment.