

Home State Bank Job Description

Job Title: Business Development Officer
Department: Willmar Retail
Source of Supervision: President Laura Warne
Status: Full Time
FLSA Status: Exempt
Prepared Date: July 26, 2018

Summary

The Business Development Officer is responsible for the acquisition, retention, and expansion of new and existing customer relationships. This position provides exceptional customer service by taking ownership of the customer experience from introducing the customer to Home State Bank through profiling the customer, assessing their banking needs, and recommending appropriate products based on a thorough knowledge of Home State products and services. This position develops new business and consumer relationships. Business development will be accomplished through an aggressive sales effort resulting in quality growth of accounts. This position builds a thorough profile for each customer and maintains frequent personal, phone or email contact to grow and deepen customer relationships.

Essential Duties and Responsibilities

1. Meets or exceeds net deposit growth expectations for dollar volume through the development of new business and consumer relationships by prospecting and making sales calls.
2. Effectively interviews and profiles customers to recommend appropriate business banking products and services for both new and existing customers.
3. Proactively offers ideas and solutions to help customers recognize possibilities and strategies that will help them build and strengthen their financial position.
4. Makes use of advertising leads, personal contacts, referrals from the Bank and branch customer base to build a book of business.
5. Effectively partners with the Commercial Lenders to identify sales opportunities and provides an outstanding customer experience.
6. Functions as the primary point of contact for both internal and external customers of the bank for Cash Management products and services. Including Merchant Processing, E-Business Banking, Sweep Accounts and Business Debit/Credit Cards.
7. Schedule and oversee the implementation and training of Cash Management products with business customers, both in-person and via telephone. Responsible for ensuring each implementation is completed successfully, with minimal impact to the customer, while providing the highest quality of service.
8. Opening of accounts, primarily commercial but can include personal checking, savings, IRA's and Certificates of Deposit.

9. Based on the current rate environment and existing loan to deposit composition. Proactively recommends deposit pricing changes to the Bank President to ensure the banks' competitive advantage
10. Process daily Overdrafts, return items and ACH exceptions to minimize write off balances.
11. Partners with the management team to develop and implement customer service/retail department policies and procedures that align with the bank's objectives.
12. Maintains complete confidentiality regarding sensitive information and bank relationships.
13. Maintain the expertise to investigate and arrive at a logical and timely course of action to troubleshoot and resolve customer issues regarding bank products and services.
14. Maintain up to date product knowledge and have the ability to train others on products, services, departmental systems, and related technology, policies and procedures.
15. Monitors deposit portfolio quality by reviewing all necessary reports and making decisions in the best interest of the security of the bank.
16. Develop and review reports that monitor customer activity levels and contribution to the bank.
17. Ensure proper policies, procedures and internal controls are in place and followed as needed for the safe and sound operations of the bank.
18. Works with Operations and Marketing departments on development, establishment, testing and marketing of existing and new bank deposit products.
19. Serve on Deposit, Technology and Officer committees and communicate changes and ideas through participation.
20. Negotiate with third-party vendors on new contracts and contracts that are up for renewal. Will also work with these vendors to troubleshoot any customer issues that may arise.
21. Perform annual reviews and vendor risk assessments for all retail banking products.
22. Maintains a positive image within the community by active participation in community affairs and organizations.
23. Perform other duties as assigned by Home State Bank management.

Job Specifications

Work Direction

Incumbent receives work direction from the President as needed. Most of the work is done following established bank policies and procedures; however, the incumbent makes independent decisions regarding the retail department. Management is available for guidance as needed.

Accountability

The incumbent is responsible for directing, controlling and evaluating all retail banking activities within the Willmar Branch. Ensures that established business objectives are achieved and that all established operating policies and procedures are communicated and maintained bank-wide.

Incumbent is responsible for performing responsibilities with a high level of accuracy and timeliness.

Errors may cause the bank a monetary loss and may also lower the confidence and trust our customers place in our bank. Depending on the seriousness and severity, errors may result in the loss of customers.

This position has access to the financial situation of bank customers. For this reason, the utmost discretion and confidentiality must be exercised with all data.

Work Relationships

This position has daily interaction with both customers and fellow employees via phone, e-mail, and face-to-face contact.

Supervision

This position manages the retail banker position within the Willmar Branch. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraisal performance reviews, rewarding and disciplining employees; addressing complaints and resolving problems.

Key Performance Competencies

Customer Service: Shows commitment to providing above average and excellent customer service to external and internal customers. Establishes and maintains strong customer relationships.

Teamwork: Develops and maintains positive working relationships; listens effectively and asks for clarification when needed. Actively pursues objectives and works with others to achieve department and Bank goals. Shows respect and responsiveness. Adheres to attendance and punctuality guidelines.

Results Orientation: Plans, organizes and uses time, technology and resources efficiently. Follows through on accountabilities including meeting quantity and quality expectations. Works on highest priority activities. Demonstrates the ability to shift priorities and reorganize efforts as circumstances change. Performs at a level that allows for achievement of company, department and individual goals.

Competence: Demonstrates the knowledge and skills required for the position. Handles job accountabilities within policy, procedure and in compliance with applicable rules and regulations. Shows continued commitment to developing skills. Able to manage multiple priorities. Is accountable and takes ownership when problems arise, solutions are needed, or changes are necessary.

Professionalism: Provides a professional experience for internal and external customers. Demonstrates expert knowledge, service, appearance, and communication. Upholds confidentiality at all times.

Expectations

- Provides open communication with the supervisor when assignments cannot be met due to training needs, equipment problems, time constraints.
- Upholds the employment guidelines outlined in the Employee Handbook.

- Develops and maintains knowledge of compliance and internal control requirements necessary to complete the job.
- Performs duties in compliance with policy, procedure, and process. Including completing annual BSA training.

Minimum Qualifications (Education, Experience, Skills)

Associates Degree (AA); and ten years related experience and training; or equivalent combination of education and experience. Work related experience must consist of demonstrated sales experience with proven results including diverse customer profiles and complex needs. BS/BA degree in business/management preferred. Demonstrated ability to identify client needs, present banking solutions and bank products. Recognize closing opportunities and retain and grow customer relationships. Local travel required. Valid driver’s license, vehicle, and liability insurance are required.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical, Mental, or Other

Must be able to meet daily deadlines. Must be extremely accurate. Will need to be able to handle stressful situations and function in a very fast-paced environment while remaining calm and precise. Must have excellent interpersonal and organizational skills and enjoy working with the public. Will need to communicate in a transparent, concise, and pleasant manner. There are times when this position will require working until a project has completed which may require working more extended hours than the standard 8:00 AM to 5:00 PM.

The above-noted job description is not intended to describe, in detail, the multitude of tasks that may be assigned but rather to give the associate a general sense of the responsibilities and expectations of his/her position. As the nature of business demands change so, too, may the essential functions of this position.

Reviewed by: _____ Date: _____
Employee

Reviewed by: _____ Date: _____
Supervisor

Approved by: _____ Date: _____
Human Resources