PROGRESSIVE BUILDING SOCIETY

Personnel Specification – Area Manager - Branch

JOB TITLE:	Area Manager – Branch Network
REPORTS TO:	Senior Manager – Direct Sales
JOB PURPOSE:	The Area Manager is accountable for leading and developing a group of branches to deliver sustainable, strong sales performance, exceptional customer outcomes and effective community engagement. The role is responsible for achieving mortgage, savings and business development objectives across the region through effective leadership, coaching, performance management and local market engagement. The Area Manager will drive a high-performance culture, deliver sales campaigns, retain customers, while ensuring branch teams identify and maximise opportunities, maintaining the highest standards of customer service, regulatory compliance, responsible selling practices and operational control.
ESSENTIAL CRITERIA	• A minimum of three years' management experience in a regulated sales or customer-service environment, ideally within financial services. • Proven experience of delivering sustainable sales growth, strong customer outcomes and service standards against agreed targets and measures. • Demonstrable experience of leading, coaching and performance-managing managers or sales teams, including addressing underperformance and developing capability. • Experience of leading across multiple teams or locations, or managing a complex business unit with responsibilities transferable to a multi-site leadership role. • Strong experience of operating within a regulated framework, including oversight of conduct risk, operational controls, responsible selling, vulnerable customers and Consumer Duty. • Experience of business and resource planning, leading change and translating strategic objectives into measurable action plans and improved business outcomes.
DESIRABLE CRITERIA	• CeMAP or another relevant financial-services qualification. • Experience within a branch-based bank, building society or comparable customer-facing financial-services organisation. • Knowledge of mortgage and savings products, policies, processes, regulation and customer journeys. • Previous multi-site or area management experience, including developing managers and supporting succession planning. • Experience of local business development, community engagement, strategic projects or third-party relationships.
SKILLS	• Strong commercial leadership, with the ability to drive performance across mortgages, savings, customer retention and business development. • Ability to analyse management information, pipeline and market trends, identify opportunities or performance gaps and take effective action. • Able to give clear direction to managers, make sure they deliver what is expected, and support them to build strong teams. • Strong organisational skills and sound judgement, with the ability to manage competing priorities and maintain effective oversight across multiple locations. • Ability to build productive internal, external and community relationships, influence senior stakeholders and work effectively across functions.

	• Ability to lead change, champion digital customer journeys and communicate clear, evidence-based plans, decisions and performance updates. • Ability to travel regularly between branches and attend relevant business and community events as required.