Founded in Abbeville, LA in 1971, **Gulf Coast Bank** is known throughout Acadiana for getting to know our customers personally, and understanding their needs, as well as the needs of the community. **Gulf Coast Bank** has 9 locations across the Acadiana area and employs more than 120 people. As banking has changed through the years, Gulf Coast Bank has stayed on the cutting edge, while never losing sight of what makes our bank special: providing outstanding customer service and maintaining active involvement in the communities we serve.

Position Summary

Gulf Coast Bank is hiring an experienced Branch Manager in Lafayette, LA. The Branch Manager oversees the day-to-day branch activities and operations of the Kaliste Saloom Branch with direct oversight of an assistant manager, CSR, and tellers. This position is responsible for the growth and development of the branch market area through community networking activities, new business development, and expanding existing business relationships.

Primary Responsibilities

Leadership & Operations Management

- Create an engaging and motivating environment focused on teamwork, relationships, retention, and customer service.
- Coach and develop team by providing side by side coaching and on the job training to be effective in their position and exceed established goals against all product lines.
- Develop career development strategies to foster professional growth development of team members and mentor future company leaders.
- Provide consistent feedback to employees on performance, both against sales targets and adherence to Gulf Coast Bank's standards around delivering an excellent customer experience.
- Collaborate with the HR Director and Area Manager regarding the hiring & selection, performance evaluations and terminations.
- Ensure newly hired employees understand bank policies and become acclimated to their new position in a timely manner in order to maintain a cohesive, productive branch.
- Acts as primary escalation point for decisions and issues within branch.
- Ensures all branch procedures, banks policies, procedures, and regulations are followed.

Sales Management

- Lead sales activities, from sourcing new client and expand existing client relationships by bringing the full suite of products to the client.
- Increase Gulf Coast Bank's visibility in the market through networking and social media updates (i.e., Facebook, Twitter, website).
- Solicits new business through promotions at the branch, branch sales, telephone, and outside business development activity.
- Ensure follow up to customer requests and cross selling the bank's products and services.
- Identifies customer needs and sells bank products that align with the customer's goals.

- Opens new accounts, interviews loan customers, assists with applications, answers basic loan questions. Completes customer loan requests and advises on loan decisions.
- Lead weekly sales meetings with branch employees to communicate progress towards goals.
- Analyze internal Synapsys sales reports and market data trends to drive sales production, ensure customer follow up, develop sales strategies, and improve performance.

Requirements:

- Bachelor's degree or equivalent experience.
- 3+ years sales management experience. Experience in the financial services industry is a plus.
- Sales and calling experience and/or demonstrated aptitude and desire to succeed at business development activities.
- Knowledge of banking products, banking operations and current market trends is a plus.
- Strong experience with using CRM strategies.
- Must be hands-on, working manager, proactive, and visible within the branch.
- Must be able to cultivate relationships, build trust and provide timely execution and top-quality service.

Gulf Coast Bank offers:

- Competitive salary
- Full Medical, Dental, Vision
- Paid Vacation/Sick Leave/Holidays

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.