

Position Description

Date of Creation:	January 2007
Position Title:	Regional Manager
Division:	Local
Team:	State Manager
Location:	Various
Reports To Position:	State Manager
Direct Reports:	Branch Manager
Last updated:	April 2019

Organisational Overview

The Local Business of Bendigo Bank are custodians of the end-to-end customer experience. We lead sales and service for all channels such as branch, mobile, online, social and phone. Local is responsible for maintaining Bendigo Bank's competitive advantage in the marketplace, leading and driving innovation. To achieve this Local work with other businesses and partners who manufacture products which we distribute, sell and service to acquire and retain customers.

In order to successfully achieve our vision of being Australia's most Customer Connected bank we focus on our three key pillars – Customer, People and Community resulting in successful financial and operational excellence.

Underpinning all of our interactions and strong customer commitment is our values determining how we behave with each other, our customers and our partners.

Position Overview

The Regional Manager will drive outcomes for our customers and communities through strong strategic leadership and a focus on community engagement activities. They will work with their Branch Managers in expanding the network and scope of our business and working with existing community partners.

The Regional Manager is responsible for the overall financial performance of their Region with a focus on building on the success of others for mutual benefit. The Regional Manager will work closely in partnership with other Regional Managers, the Senior Manager – Operations, as well as the State Manager to ensure the long term success of the State in which they operate.

Reporting & Relationships

The Regional Manager reports directly their State Manager. The Regional Manager has Branch Managers as their direct reports, and Customer Relationship Managers, Customer Relationship Officers, Customer Service Officers and Customer Service Supervisors as their indirect reports.

Key Accountabilities (6 – 8)

Key Result Area	Accountability
Customer	<ul style="list-style-type: none"> Establish and deliver on Regional based Business Plan for the Region aligned to the State Strategic Plan Develop and execute customer acquisition and retention strategies Develop and execute on strategies to enhance customer experience and advocacy Develop and drive expansion strategies for new initiatives and markets within the region Meet and exceed performance targets as per KPIs
Community	<ul style="list-style-type: none"> Communicate and champion the Bank's point of difference to key stakeholders Establish and nurture strategies to connect with and contribute to communities Manage the relationships with existing Community Enterprise Boards Increase in total partnerships with and distributions to the communities Improvement in Community Bank® Partner satisfaction
People	<ul style="list-style-type: none"> Develop an environment and invest to motivate, hold accountable, engage and develop the skills of your team Develop and lead your team to achieve the Region objectives Promote a commitment by all staff in the region to focusing on customer success Develop strong working relationships with all internal stakeholders including Branch Managers, other Regional Managers, and State Managers Ensure the Bank's staff have the resources, skills and motivation to grow the Bank's business Network with other Regional Managers to share ideas and initiatives to improve the Bank's performance
Financial	<ul style="list-style-type: none"> Develop the overall performance objectives of the business, whilst being ultimately responsible for meeting the goals and objectives of the region Manage the costs and income for the region and operating profit growth achieved Manage the performance of the region by ensuring that clear targets and expectations are set and monitored
Risk	<ul style="list-style-type: none"> Nurture and lead a culture that embeds consideration of risk and compliance for all decision making Work closely with relevant support partners to ensure business performance is achieved within acceptable risk parameters
Values	<ul style="list-style-type: none"> Demonstrate consistent behavior in accordance with the Bendigo and Adelaide Bank Values of Teamwork, Integrity, Performance, Engagement, Leadership and Passion.

Special Requirements

Regular interstate and intra-state travel is a requirement of this position as well as out of hour's attendance at **Community Bank®** board meetings and Annual General Meetings.

Person Specification (Minimum Requirements)

Qualifications, Knowledge & Experience

- **Customer Orientation** - Cultivating strategic relationships and ensuring that the customer perspective is the driving force behind all value-added business activities.
- **Managing the Job** - Effectively controlling one's job by planning time on priority goals, requirements, and areas of opportunities.
- **Professionalism** - Conveying an image that is consistent with the organisation's values; demonstrating the qualities, traits, and demeanour (including intelligence, competence, or special talents) that command leadership respect.
- **Developing Strategic Relationships** - Using appropriate interpersonal styles and communication methods to influence and build effective relationships with business partners (e.g., peers, functional partners, external vendors, and alliance partners).
- **Coaching/Teaching** - Providing timely coaching, guidance and feedback to help others excel on the job and meet key accountabilities.
- **Motivating the Sales Organisation** - Passionately selling the sales organisation's strategy; continuously raising expectations of sales performance; encouraging and supporting team efforts to achieve challenging sales goals.
- **Entrepreneurship** - Advancing own understanding and sharing insight regarding key market drivers. Actively using that knowledge to create/seize business and customer focus opportunities and/or expand into new markets, products, or services.
- **Sales Disposition** - Demonstrating the traits, inclinations, and outlooks that characterise successful salespersons; exhibiting behaviour styles that facilitate adaptation to the demands of the sales role.
- **Empowerment/Delegation** - Using appropriate delegation to create a sense of ownership of higher-level organisational issues and encouraging individuals to stretch beyond their current capabilities.
- **Building the Sales Organisation** - Attracting, developing, and retaining talented individuals; creating a sales culture that enables associates to realise their highest potential, thus allowing the organisation to meet future challenges.
- **Broadening Business Value** - Exploring customers' underlying issues and needs that suggest broader solutions; maximising the productiveness of sales interactions by building on customer cues to gain

Technical & Business Skills

Minimum Qualifications:

- FSRA Tier 2 accreditation – Deposit Taking and Non Cash Payment Facilities and General Insurance
- Certificate 3 in Financial Services
- Formal Qualification in Business/ Finance or related discipline is preferable

Assessments Required:

Cognitive Abilities Testing, Emotional Intelligence Testing, Reference Checks, Police Check