



JOB DESCRIPTION

Job Title: Personal Banker

Department: Branch Operations

Reports to: Branch Manager

Supervises: N/A

Gulf Coast Business Bank's (GCBB) mission is to make life better for our customers and communities, and we are looking for candidates committed to helping customers focus on their dreams and goals by understanding and meeting customer needs. The successful candidate should be individually driven and competitive, as well as motivated to work as a team to achieve a common goal. This requires a candidate with strong communication skills, as well as the ability to provide personalized customer service.

At GCBB our Universal Personal Banker is responsible for meeting with customers and prospects both in person and on the phone to determine their banking needs and financial goals, and meeting those needs by proactively offering appropriate products, services, and guidance to achieve their goals. This position offers an exciting opportunity for candidates with retail or sales experience that are interested in beginning a career with opportunities for growth, development, and upward mobility.

Primary Responsibilities

- Achieves branch targets and goals by proactively identifying customer needs and providing expert level guidance and perspective about GCBB's solutions.
- Conducts outbound phone calls using generated customer and prospect lead lists to expand existing customer relationships and acquire new ones.
- Partners with branch leadership on new business development opportunities and fosters financial wellness.
- Educates and advises customers on GCBB's Consumer and Business products and services.
- Educates customers on emerging technology and digital solutions such as mobile, online and ATM offerings, all designed to make banking easier.
- Provides a consistent optimal customer experience, which may consist of sharing responsibility for greeting customers and processing transactions to ensure customers bank when, where, and how they choose.
- Follows all Bank processes and procedures and adheres to applicable laws and regulations, including completing duties delegated and assigned by the Branch Manager; as a member of the branch team, ensures sound banking practices, identifying and reporting operational risks.

This position preferred registration with the Nationwide Mortgage Licensing System and Registry (NMLS). Please refer to <https://fedregistry.nationwidelicingsystem.org> for more information.

Requirements

- Two to three years of banking, sales, and customer service experience.
- Ability to handle cash and process cash transactions.
- Excellent written and verbal communication skills.

Disclaimer

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position or that these duties are permanent. Employees will be required to follow any other job-related duties requested by the employee's supervisor. Job descriptions may be revised from time to time to reflect the changes in job duties or job requirements.