

JOB DESCRIPTION

Job Title: **BRANCH MANAGER**

Reports to: **Area Manager**

PURPOSE OF ROLE:

- To manage the two key elements of the role, those of commercial and people management.
- To assist the Area Manager and members of the branch team as required.

KEY RESPONSIBILITIES:

- **Managing the customer relationship:**
 - Manages the customer relationship in a way that enables the business to gain maximum value from that relationship. Creates and sustains mutually beneficial relationships.
 - Builds rapport by taking an interest
 - Builds customers trust by meeting their needs
 - Monitors customers levels of satisfaction
 - Presents a good image of the company to customers
 - Listens and observes customers to understand their needs and views in order to deal effectively with their concerns
 - Remains polite and tactful towards customers
- **Delivering business results:**
 - Focuses attention and resources upon meeting agreed business targets, priorities and objectives, and actively develop and promote strategies within the practice to increase branch performance
 - Applies skill, effort and judgement to get the job done
 - Ensures own role and objectives are clear
 - Identifies opportunities to develop business and meet customer needs
 - Redirects own time and resources to ensure objectives are met
 - Seek out and deliver products or services that match customer needs
 - Prioritises time and attention on high value activities
 - Ensures own objectives are aligned to the business plans
 - Undertake probationary reviews and supervision with branch staff as appropriate
- **Planning and control:**

- Achieves business goals by establishing priorities, actions, milestones and constraints in a logical sequence and checking progress against these plans, taking corrective action
- Establishes priorities, tasks and work schedules in advance
- Maximises the use of available resources and support other branches as and when required to meet business needs
- Clarifies the responsibilities of self and others, avoiding duplication of activity and wasted effort
- Describes milestones in terms of what is achieved and delivered
- Monitors the progress of plans and ensures that action is taken to resolve delays
- Anticipates and promptly raises any operational implications related to resources and service provision
- Actively participate in the recruitment of branch staff

- **Making good decisions:**

- Selects the best course of action based on the available information, and accepts personal responsibility for the outcome
- Makes responsible decisions, taking into account facts and feelings
- Uses past experience only as a guideline in making decisions
- Analyses available information in detail
- Refers decisions beyond personal authority levels, seeking out second opinions where necessary
- Explains reasons for decisions to those affected
- Ensures that decisions are implemented
- Records the reasons for making a decision when this may be useful to others
- Is prepared to review decisions in the light of changed circumstances

- **Leading Others**

- Builds highly successful and motivated teams who consistently excel in the achievement of business goals
- Acts as a role model to others
- Adapts personal style to suit the situation and needs of others
- Treats all staff as individuals, recognising and valuing diversity
- Praises achievements and says thank you for a job well done
- Communicates business goals in a way that motivates staff
- Operate in line with company policies, procedures and current legislation at all times
- Maintain high standards at all times of personal appearance, timekeeping, attendance and respect of company property

- **Team Working**

- Works cooperatively and productively with others; openly exchanging information and supporting colleagues from around the organisation to achieve business goals.
- Treats others the way they themselves would wish to be treated
- Puts personal preferences aside to achieve team goals

- Makes a full contribution to developing a team spirit
 - Demonstrates personal commitment to the decisions of the team
 - Encourages and values the contributions of others
 - Makes good use of the talents of colleagues
 - Helps colleagues when they are under pressure
- **Helping Others To Learn**
 - Commits time and effort to create opportunities to develop the capability of others
 - Provides honest and constructive feedback to others
 - Explains things in clearly understandable terms to others
 - Helps others to become familiar with new tasks and identify any training needs
 - Commits time and effort to coach others in new processes or techniques
 - Learns from own mistakes and shares this learning with the team
 - Acts as a mentor to others
 - Monitors learning outcomes
 - Relates learning to work requirements and business performance
 - Gives all necessary instruction and on-job demonstrations
- **Influencing**
 - Builds commitment to recommendation or course of action by understanding the position of others and presenting arguments, facts and figures in a way they will find most persuasive and informative
 - Focuses upon the requirements of the customer
 - Plans approach in advance, ensuring proposals are timed to create the greatest interest
 - Makes clear recommendations for action rather than presenting options
 - Offers support and challenge to the proposals of others
 - Modifies position, where appropriate, to achieve a 'win-win'
 - Takes questions and challenges, without acting defensively

KEY ATTRIBUTES:

- Motivated and focused on achieving own goals in addition to those of the Company.
- Confident about working within a team.
- Commercially aware, and happy to offer the customer what they need.
- Dedicated to exemplary patient service to ensure patient satisfaction.
- Excellent communication skills, with empathy and patience.
- Desire to do, see and enjoy a job well done.