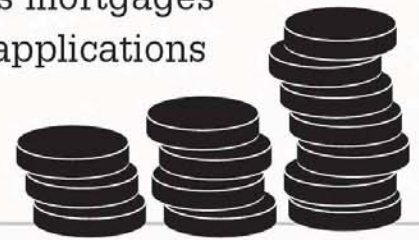


BANK MANAGER



JOB DESCRIPTION

Managers in retail banks provide banking and financial services to individuals and businesses. They supervise the day-to-day work of the branch's staff and ensure that procedures are followed. Bank managers are also responsible for attracting new clients, generating sales of financial products, such as mortgages and credit cards, assessing applications for loans, and reporting to the bank's head office.



SALARY

Assistant branch manager ★★★★★
Regional bank manager ★★★★★

INDUSTRY PROFILE

Opportunities available worldwide • Competitive sector, but pay levels good and bonuses common • Branch closures among certain banks due to recent economic events

RELATED CAREERS

- ▶ **INVESTMENT ANALYST** *see pp. 100–101*
- ▶ **ACCOUNTANT** *see pp. 102–103*
- ▶ **FINANCIAL ADVISOR** *see pp. 106–107*
- ▶ **INVESTMENT BANKER** Provides advice to companies about strategic issues, such as taking over businesses or merging existing ones. They raise money from investors to fund the growth and expansion of companies.

Globally, mortgage lending is the largest sector in retail banking. It was valued at \$24 trillion in 2010.

AT A GLANCE



YOUR INTERESTS Financial services • Accounting • Business studies • Economics • Mathematics • Statistics • English • Information Technology (IT)



ENTRY QUALIFICATIONS Bank managers are typically expected to hold a bachelor's degree in business administration, finance, or accounting.



LIFESTYLE Working hours are normal, although some branches remain open in the evenings and on Saturday mornings.



LOCATION Bank managers work at a specific branch or at a bank call center. Some travel is needed to meet business clients and liaise with the head office.



THE REALITIES New managers often have to work long hours to gain promotion and may be under pressure to meet strict sales targets.

CAREER PATHS

Aspiring bank managers may consider earning professional credentials as a Certified Public Accountant (CPA) or Certified Financial Analyst (CFA). These certifications may help with securing a senior-level position at a bank.

GRADUATE With a bachelor's degree and experience working in a bank as a teller, loan officer, or mortgage officer, you may progress to senior roles.



POSTGRADUATE Some banks will require you to hold an advanced degree, such as a master's degree in finance or economics, before becoming a branch manager.



BANK MANAGER To become a manager, you must work in a range of banking areas—from personal loans for individuals and families to business accounts. Most managers go on to senior or specialized roles.



REGIONAL MANAGER Takes responsibility for a number of bank branches, devising and implementing a regional business plan, and ensuring that branch staff follow company policies.



BANK CALL CENTER MANAGER Leads and motivates staff at telephone and online banking centers, and makes decisions about staff targets, lending, and day-to-day operations.



PRODUCT DEVELOPMENT MANAGER Conducts research and analyzes data about the needs of bank customers in order to develop and target new products, such as loans, credit cards, and mortgages.



RISK MANAGER Identifies potential threats to the bank's profitability, such as fraud or risky lending practices, and recommends solutions.

SKILLS GUIDE



Commercial awareness and a strong interest in economic affairs and financial markets.



Excellent communication skills for handling customers and managing staff.



Strong leadership skills and the ability to motivate staff to meet targets.



Good organizational skills to manage a high workload and lead a large team.



The ability to use computerized systems and banking-specific software efficiently.