

JOB DESCRIPTION

Job Title	Sales/Branch Manager, St Kitts	Job Reference No.	
Department	Sales & Strategy	Created / Revised	Oct. 2023
Reports to	Vice President Sales & Strategy	Staff Supervised	2

Type of position: ☒ Full-time ☐ Part-time ☐ Contractor ☐ Intern

JOB PURPOSE

To ensure the achievement sales targets, set goals and objectives set by the Vice President Sales & Strategy.

ACCOUNTABILITIES

Sales Goals & Objectives

- Develop and implement a sales plan and sales strategies that ensure attainment of the company's sales targets.
- Facilitate the achievement of sales targets as well as the department's financial objectives by forecasting requirements, assisting with the preparation of the annual budget, scheduling expenditure, analyzing variances, and initiating timely corrective action.
- Analyze customer and competitor trends and other marketing data.
- Develop and implement appropriate strategies aimed at leveraging opportunities or mitigating risks as identified from analysis of marketing data.
- Assist as required with market research and analysis to guide the identification of new markets, the development of new products, improve the market positioning of existing products, and increase the effectiveness of the sales team.
- Assist in the development of marketing and advertising campaigns as required in collaboration with the marketing function of the company.
- Conduct an evaluation/debrief of each sales campaign to determine new sales/ product opportunities and what can be improved.

Client Relationship Management

- Develop in-depth understanding of a credit union/ cooperative's business direction, challenges, and opportunities, designing solutions that contribute to the credit union/ cooperative's and CCIS's success.
- Maintain contact with all clients in the market areas to ensure high levels of client satisfaction and be proactive in understanding the trends and issues likely to impact the market.
- Support the company's marketing function to ensure appropriate representation at events hosted by or linked to the Credit Union community.

Management Reporting/ Control

- Assist the Vice President Sales, & Strategy and the Finance Department as required, to develop the Annual Sales Budget for the Sales function.
- Control selling and marketing expenses to meet budgetary guidelines.
- Report to the Vice President Sales, & Strategy on new projects, progress towards goal achievement, sales forecasts, sales revenue, competitors, market trends and any other business related requests

Money Laundering Reporting Officer (MLRO)

- To support the designated Compliance officer in the role of the Money Laundering Reporting Officer (MLRO) undertaking the following and other related activities, reporting same to the Compliance Officer as well as the various regulatory body as stated below:
- Receive and share with the Compliance Officer, reports from any person obligated to make reports to the MLRO or who may wish to do so, of any information or other matter that comes to the attention of that person which gives rise to knowledge, suspicion or reasonable grounds for knowledge or suspicion that another person is engaged in money laundering or is in receipt of the proceeds of criminal activity.
- Consider the reports that have been shared in light of all other relevant information, for the purpose of determining whether the information or other matter gives rise to knowledge, suspicion, or reasonable grounds for knowledge or suspicion that another person is engaged in money laundering or is in receipt of the proceeds of criminal activity.
- Disclose in writing to the FIU within twenty-four (24) hours all relevant information that comes to the MLRO's knowledge or possession, following discussion and agreement with the Compliance Officer and where it has been determined that the information or other matter reported gives rise to knowledge or suspicion that a person is engaged in money laundering or is in receipt of the proceeds of criminal activity;
- Maintain a register of all reports made that includes details of the dates on which reports were made, the person who made the reports, and information sufficient to identify the relevant documents.
- To support the Risk and Compliance Department with the following activities:
- Ensure that all staff as they carry out the activities of the Branch, do so in a manner that meets the provisions of the AMLR and ATR and any other law relating to money laundering and the proceeds of crime or terrorist financing;
- Ensure the adherence to the provisions of CCI's compliance policies and procedures, inclusive of the reporting procedures included therein;
- Support the Principal Representative to respond to the Regulator and carry out his or her responsibilities;
- Conduct ongoing compliance training programs for staff and other stakeholders.
- Under the guidance of the Compliance Officer, acts as a liaison between CCI and the various Regulators, submitting reports as required and ensuring the overall compliance of the branch.
- Any other such related task so assigned.

SKILLS REQUIREMENTS

- Ability to drive for results and lead from the front in the achievement of targets
- Proven leadership skills
- Business development skills
- Strong interpersonal skills
- Effective listening skills
- Planning and execution skills
- Excellent communication skills (verbal and written)
- Negotiation skills
- Analytical skills
- Strong problem-solving skills
- Strong presentation skills
- Flexibility and adaptability to change
- Proficient in Microsoft Suite

The ability to:

- Apply knowledge of the business and the marketplace to advance the organisation's goals.
- Interpret and apply understanding of key financial indicators to make better business decisions.
- See ahead to future possibilities and translate them into breakthrough strategies.
- Handle conflict situations effectively.
- Effectively build formal and informal relationship networks inside and outside the organization.
- Relate openly and comfortably with diverse groups of people.
- Gain the confidence and trust of others through honesty, integrity, and authenticity.
- Operate effectively, even when things are not certain, or the way forward is not clear.
- Consistently achieve results, even under tough circumstances.
- Adapt approach and demeanor to match the shifting demands of different situations and personalities.

EXPERIENCE REQUIREMENTS

- 3 -5 years' experience in Sales Management in the Financial Services Industry
- Demonstrated record of achievement in a sales position

EDUCATION, KNOWLEDGE AND CERTIFICATION REQUIREMENTS

- Bachelors' Degree in Business Administration or relevant discipline
- Industry/ Sales Training
- Strong understanding of customer and market dynamics
- Possession of a reliable working vehicle is mandatory