



Role Profile

Role Title: Regional Manager	
Purpose of the role: To lead a team of Retail Area Managers inspiring them to be 'Brilliant at Savings'. Drive high performance through coaching, recognition and by leading by example. Challenge, inspire and increase the management capability of the regional team through infectious passion for our retail business and developing clear succession plans	
Reports to: Director of Retail Distribution - Customer Division	Division: Customer Division
Role Location(s): A base branch within Region of responsibility	Department/Area: Customer Division - Distribution Team/Branch Name: Distribution - Branch Network
Career Framework - Job Family & Level Distribution, D2	Customer Facing Role: Y
Approximate no. of direct reports: Max 6 Approximate no. of indirect reports: 250	Budget Responsibility: £7.5-£10 m
Role within the 'three lines of defence' model: 1st line	
Summary of Accountabilities/Responsibilities	



Culture

- Motivate and inspire your Retail Area Managers to do their best work balancing their needs and that of the Group.
- Maintain a culture where your Retail Area Managers feel developed, motivated and feel compelled to achieve fair and positive customer outcomes through their behaviour and the values of the YBS Group.
- Maintain a culture where your team are compelled to adhere to the Groups audit, regulatory, conduct, statutory, compliance and data protection standards and procedures.
- Demonstrate passion for the YBS Group and brand.

Coach and Develop yourself and team

- Demonstrate that you are continually working towards achieving your individual developmental goals (as agreed with your line manager)
- Ensure that your Regional people plan reflects high standards coupled with consistent mentoring and people development and that your plan is reflected in that of your Retail Area Managers.
- Develop and maintain your understanding of the wider Group proposition and share this with your Retail Area Managers ensuring that this is cascaded through them to their teams.
- Build and foster strong working relationships with all office support functions and deliver effective feedback to key colleagues in order to simplify and improve the customer experience and business opportunities.
- Support and coach your Retail Area Managers to manage change.
- Improve team performance through consistent and effective performance management & application of the Retail T&C scheme requirements
- Succession Planning - Work with your Director to build and develop a robust succession plan for now and the future ensuring that this plan is reflected in that of the Retail Area Managers.
- Interpret situations and understand the difference between providing quality insight that drives action and decisions versus factual commentary/ issues.

Accountability

- Monitor the completion of the Retail Area Manager checks. Liaise with the support teams to create plans to address any concerns and build capability but recognise where best practise can be shared.
- Manage the Regional budget; through thoughtful decision making and effective resource management.



- Challenge your Retail Area Managers to continue to deliver efficiencies.
- Ensure that your Retail Area Managers are effectively deploying resource across your Region where customer demand & opportunity is the greatest.
- Ensure that your Retail Area Managers fully understand and fulfil their role expectations of a first line Retail supervisor.
- Demonstrate that you are aware of the Groups commercial objectives and the role you have to play in the delivery of them.
- Demonstrate your commitment to ensuring that the Group framework for dealing with complaints is embedded and operating effectively across your Region and monitor complaints management practices.
- Effectively deliver strong Risk/T&C controls by setting high expectations of your Retail Area Managers.
- Ensure that your direct reports have both the capability and confidence to effectively manage and re forecast costs & budgets.
- Implement the YBS Group vision, values, strategic priorities and corporate key performance indicators so that the YBS Group meets its objectives.
- Escalate decisions, risks and issues within region where appropriate to the Director of Distribution.

Exceptional Customer Journey (both internally and externally)

- Set high expectations for exceptional internal and external customer service holding yourself and your team accountable.
- Share your breadth of knowledge on new products equipping your Retail Area Managers with the skills and tools to enable them to confidently cascade to their area teams.
- Demonstrate a natural desire with a commercial mind to drive the right products and solutions through the right channel for our customers making them feel YBSG is their home from home.

Continuous improvement

- Commit to supporting your team to continuously improve ways to enhance the customer experience. Challenge practices and continually improve service standards in your region.
- Share best practise with the other Regional Managers ensuring that together you deliver a consistent approach across the branch network.

Measures of Effectiveness

Leadership /People

- ❖ Groups Development Framework is operating effectively and delivering the right colleague



outcomes in terms of competency and behaviour (This includes HR practices / T&C scheme requirements / Training)

- ❖ Robust development activities in place across your Region
- ❖ Succession plan in place and operating effectively

Risk

- ❖ Effective first line Quality Control “ grip “ is in place over Conduct Compliance & Operational Control and that appropriate recovery actions are taking to resolve any issues

Key relationships

Internal

Director of Retail Distribution
 Director of Trading
 Director of Customer & Commercial Risk Management
 Regional Managers
 Retail Area Managers
 Cost & Incentivisation team
 Branch Performance team
 First line Assurance team
 Branch Managers
 Director of Trading

External

Qualifications, Skills, Knowledge and Experience

Qualifications

Necessary

- Educated to A level or equivalent
- Relevant professional qualification
- Evidence of ongoing commitment to self-development

Qualifications

Desired

Skills

Necessary

- Remotely led a team
- The ability to analysis & Interpretation data from a number of sources
- Able to work on own initiative
- Ability to coach and develop colleagues
- Ability to identify key stakeholders develop and maintain the relationships
- Ability to work independently to tight deadlines, make effective decisions and motivate self and others
- Effective communication skills, including interpreting information and ensuing this is cascaded to your team.
- Ability to influence at a senior level
- Ability to build resilience for self and team
- Ability to challenge where appropriate offering alternative solutions
- Ability to represent the Group externally.

Skills

Desired

- Effect change with a track record of building talent
- Ability to articulate thoughts into clear and concise written and verbal communications
- Excellent communication skills, with the courage to escalate and do what’s right for our customers and colleagues



<p>Technical Knowledge Necessary</p> <ul style="list-style-type: none">➤ Knowledge of both Retail & Mortgage Customer Journeys➤ Knowledge of Retail Protection T&C scheme	<p>Technical Knowledge Desired</p> <ul style="list-style-type: none">➤ Excellent knowledge of both Retail & Mortgage Customer Journeys➤ Full knowledge of Retail Protection T&C scheme
<p>Experience Necessary</p> <ul style="list-style-type: none">➤ Experience as a Branch Manager Cluster, Branch or Mortgage Manager, lead role in the Agency or CCS team, Marketing or Mortgage & Savings team➤ Demonstrable leadership experience➤ Demonstrable relevant functional experience	<p>Experience Desired</p>