



1st Capital Bank

POSITION DESCRIPTION

Title: Director, Treasury Management Strategy and Sales

Reports to: Chief Operating Officer

FLSA Status: Exempt

Location: Salinas

POSITION SUMMARY:

Responsible for Treasury Management strategy, sale and relationships. Manages prospecting and referrals for Commercial business segments in partnership with relationship management teams. Develops and implements business development programs and strategies to treasury services across supported markets. Works directly with Relationship Managers and Directors to increase sales opportunities and cash management product penetration of the respective portfolios.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Leads sales initiatives and sales support in growing the treasury management business; coach direct reports and others in their sales planning efforts, manage results and accountability.
- Develop sales plans to support the corporate and commercial banking segments of the bank, by providing new treasury management services to existing customers and prospects.
- Maintain a portfolio of clients working directly with RM's within Lending organization and actively prospect for new bank relationships.
- Responsible for working closely with clients to define their needs and quantify the benefits of services (both conceptual and product specific) to meet their goals and business objectives.
- Effectively promote bank services to achieve deposit growth and fee income goals.
- Responsible for expanding business relationships by cross selling additional treasury management/other bank services and products. Meet regularly with existing customer base to ensure proper servicing of accounts.
- Collaborate with President and Chief Lending Officer in the development of marketing strategies and product enhancements by providing timely feedback and recommendations.
- Facilitate the implementation and/or modification of new and existing services to maintain and fine tune the client's treasury management system. Monitor industry trends and competitive practices, including the impact of technology and regulatory and legislative changes on products and services.
- Prepare proposals and sales presentations to strengthen customer relations and develop new business relationships.
- Complete all pipeline, activity, and sales reports in an accurate, timely manner and in accordance with bank/regulatory guidelines.
- Collaborate with management operations team that provide support to the bank's corporate and commercial markets.
- Demonstrates compliance with all bank regulations for assigned job function and applies to designated job responsibilities – knowledge may be gained through coursework and on-the-job training. Keeps up to date on regulation changes.
- Follows all Bank policies and procedures, compliance regulations, and completes all required annual or job-specific training.

ESSENTIAL DUTIES & RESPONSIBILITIES (Con't)

- Maintain a working knowledge of Bank's written policies and procedures regarding Bank Secrecy Act, Regulation CC, Regulation E, Bank Security and other regulations as applicable to this job description.
- Actively learns, demonstrates, and fosters the corporate culture in all actions and words.
- Takes personal initiative and is a positive example for others to emulate.
- Embraces 1st Capital Bank's values and vision.
- May perform other duties aligned to 1st Capital Bank overall strategy and plan

QUALIFICATIONS:

- Bachelor's degree in finance, accounting, marketing, business or related field preferred.
- Certified Treasury Management Professional certification preferred.
- Requires 10+ years of experience in treasury management sales, service and/or support.
- Requires 3-5 years of supervisory/management experience.
- Experience managing and developing others and ability to build and maintain relationships.
- Ability to coach and mentor associates in learning the skills required for their position.
- Extensive knowledge and understanding of bank payment systems, treasury management products, competitive practices and the impact of technology, regulatory, and legislative changes on services offered by commercial banks and other financial providers.
- Ability to apply knowledge of sales principles and practices to effectively market treasury management products and services to customers.
- Knowledge of implications of federal, state, and local regulations affecting treasury management activities.
- Demonstrated strong ability to consistently develop and execute sales planning.
- Requires the ability to change the thinking of, or gain acceptance of, others insensitive situations.
- Proven ability to consistently achieve established sales and customer satisfaction goals, demonstrate effective new business development strategies, and build/source new relationships.
- Proven ability to effectively manage non-credit and small business account relationships and analyze customer business practices and operations to identify deficiencies and develop/implement effective interventions.
- Possess strong analytical, problem solving, customer service, organizational, and interpersonal skills. Excellent written and verbal communication skills required to develop and present effective sales proposals.
- Proficient in word processing, spreadsheet, and industry specific software applications.

PHYSICAL DEMANDS

Physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to talk or hear. Employee is frequently required to sit. Employee is occasionally required to stand; walk; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; climb or balance; stoop, kneel or crouch.
- Employee must occasionally lift and/or move up to 25 pounds.
- Specific vision abilities required by the job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

Work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee occasionally works near moving mechanical parts and is occasionally exposed to the risk of electrical shock.
- Noise level in the work environment is usually moderate.