

Job overview

Branch Manager

WELLS
FARGO

Our vision:

“We want to satisfy our customers’ financial needs and help them succeed financially.”

- *The Vision and Values of Wells Fargo*

What a Branch Manager does

Branch Managers at Wells Fargo are the leaders of the branch team and serve as the face of Wells Fargo in the community by actively participating in community events, committees, and business groups. They are role models for building lifelong relationships with customers, both consumers and small businesses. They foster a positive work environment where team members are encouraged, motivated and developed to achieve their maximum potential by leveraging coaching and performance management tools and processes. They embrace diversity and inclusion and they lead with ethics and integrity. Branch Managers are responsible for the operational success of the branch. They possess in-depth knowledge of our products, procedures and systems, and they have strong financial acumen.

How a Branch Manager helps customers succeed financially

Put customers at the center of everything you do:

- Display a friendly, positive attitude toward serving customers and possess strong customer service skills
- Build relationships with customers that go beyond one interaction, focusing on the customer’s long-term needs
- Engage customers in meaningful financial conversations that include understanding what’s important to them to help them achieve their financial goals
- Proactively conduct customer service outreach to build lifelong relationships

Earn the customers’ trust:

- Ensure appropriate staffing levels to meet customers’ needs
- Follow all policies and procedures required to maintain accuracy, manage risk, prevent fraud, and protect customers, and coach team members to do the same.

Resolve difficult customer situations:

- Listen carefully to customers, displaying empathy for the customers’ situation
- Take ownership of the issue and follow up to ensure the issue is resolved
- Solve problems and customers’ concerns calmly and quickly
- Complete problem resolution steps in compliance with Wells Fargo Complaints Management policies

Possess strong character and values:

- Follow Wells Fargo Code of Ethics and Sales Integrity policy
- Exhibit a high degree of integrity, trustworthiness, and professionalism at all times
- Manage risk by maintaining appropriate controls to ensure operational integrity and compliance with applicable regulations, policy requirements and audit procedures

Embrace the opportunity to learn and teach others:

- Coach the team on the costs and benefits of products and services that can help meet customer needs
- Observe and provide feedback to team members to further develop strong customer service skills
- Seek opportunities for self-guided learning and embrace coaching and feedback from others

Lead effectively with a diverse team:

- Lead by example to create an inclusive and professional environment where all team members are respected and diversity is valued
- Demonstrate genuine care for every team member, taking the initiative to lead and assist others
- Lead meetings, share ideas, motivate and coach team members to achieve team objectives

Together we’ll go far



What you can expect from us

Our next big investment is in **you**. At Wells Fargo, we value and support our people as a competitive advantage. We work to attract, develop, engage and retain team members who reflect the diversity of the customers and communities we serve. We say “team members”, not “employees”, because our people are a treasured resource to be invested in, not expenses to be managed – and because teamwork is essential to our success in helping customers.

At Wells Fargo, each person is valued for individual skills and talents, has the opportunity to fulfill personal ambitions, and contributes to the success of the company. That’s why, in addition to ongoing coaching and career development, Wells Fargo provides all eligible team members with a comprehensive set of benefits designed to protect their physical and financial health and to help them make the most of their financial future.



About us

Wells Fargo & Company is a nationwide, diversified financial services company with \$1.9 trillion in assets. Founded in 1852, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance service through more than 8,600 locations, more than 13,000 ATMs, online (wellsfargo.com), and mobile devices.

At Wells Fargo, we embrace our responsibility to be a leading corporate citizen – socially, economically, and environmentally – and the opportunity to create more resilient, sustainable communities through our operations and actions.

Wells Fargo’s brand is supported by principles to deliver on our purpose and promise to work together to differentiate us from our competitors:

- Relationships that last a lifetime. We know our customers and care about them as individuals. In every interaction with us, they feel understood, recognized, and supported through their financial journey.
- Expertise and guidance to help our customers make confident decisions. We provide guidance and options so that customers can make informed choices.
- Going the extra mile to do what’s right. We put the interests of customers and communities first in all we do. We come through for them so they know we are there in good times and bad. We work to make their lives easier.



Investment and Insurance Products: ► NOT FDIC Insured ► NO Bank Guarantee ► MAY Lose Value

Relevant military experience is considered for veterans and transitioning service men and women.

Wells Fargo is an Affirmative Action and Equal Opportunity Employer, Minority/Female/Disabled/Veteran/Gender Identity/Sexual Orientation.

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