

## Market Manager

First Resource Bank, headquartered in Exton PA, is looking for a motivated full-time, Market Manager to service our Main Line market.

The Market Manager is a forward-thinking, outspoken advocate for the Bank and the community we serve. They are a self-driven individual, capable of independently booking and managing a calendar of result-oriented activities. Their meaningful engagement with the local community builds name and brand recognition and grows deposit dollars. At the heart of their community engagement is authenticity, charisma, and service to others. Primarily, they are responsible for onboarding new business customers to the Bank and for evaluating existing relationships to uncover and capitalize on additional deposit opportunities. Secondly, they are responsible for collaborating hand-in-hand with other departments within the Bank to continuously expand upon, improve upon and advocate for the overall customer experience. They are knowledgeable in all fundamental areas of Retail Operations and can readily execute tasks such as account openings, account maintenance, and account transactions on an as needed basis.

Primary duties include but are not limited to the following:

- Identify, acquire, and grow new deposit relationships with business customers through efficient and intentional prospecting in order to meet or exceed annual deposit growth goals
- Maintain detailed and timely documentation of all deposit growth efforts and results on pipeline
- Responsible for all phases of the sales process:
  - Identifying leads through a number of methods including, but not limited to:
    - Networking efforts
    - Collaborating with community partners
    - Engaging Centers of Influence
    - Community involvement and volunteerism
    - Non-profit board or committee membership
  - Uncovering needs and opportunities
  - Leveraging product and service knowledge to provide solutions
  - Preparing creative, thorough, and precise banking proposals
  - Offering and overseeing a detailed action plan to transition and onboard new relationships and accounts
  - Coordinating a warm hand-off to internal team members in Lending and/or Cash Management, dependent upon a customer's needs
  - Committing to operational proficiency when servicing customer requests
- Strengthen and deepen existing customer relationships with the Bank through expansion of products and services, along with encouraging the connections and partnerships between customers of the bank
- Lead and advocate for the First Resource Accountholder Network (FRAN) Program, both internally and externally. Schedule FRAN meetings, invite guests, share meeting recaps, manage the FRAN business card table, and organize FRAN mixers/educational experiences
- Collaborate inter-departmentally with colleagues to develop new strategies, champion marketing efforts, and lead deposit growth projects and initiatives
- Research the market trends and the competition to ensure that our offerings and solutions are relevant
- Be punctual to all meetings and events
- Be well-spoken and well-prepared voice for public speaking events

- Be friendly and approachable at networking and community events
- Proactively engage the community on an ongoing basis, including volunteerism, non-profit board service, non-profit committee service, and networking
- Readily and proficiently serve, mentor, support, and back-up the Branch and Cash Management team members in order to ensure we are adequately staffed and can serve our client base to the highest standard of excellence
- Be proactive, innovative, and creative in meeting customer and enterprise needs, as well as pursuing opportunities for personal professional growth
- Question status quo and be the catalyst for positive change when you identify opportunities for us to do better
- Coordinate and host online educational seminars for prospects and/or customers at least semi-annually
- Be willing and able to travel locally at least 50% of the time, as well as be flexible in scheduling early mornings, late evenings, and weekends for prospect meetings and/or community events on an as needed basis
- Maintain an up-to-date calendar and be readily available during business hours outside of scheduled bookings

We are in search of candidates who have the following skills/requirements:

- Proficient written and verbal communication
- Captivating public speaking skills
- Knowledge of banking industry standards and best practices (5+ years of business banking experience required)
- ROI and data analysis skills
- Business intelligence skills
- Ability to develop, communicate and manage plans of action
- Flexible schedule and ability to travel
- Proficient in Microsoft office products, particularly Excel and Word
- Experience with Jack Henry and Profit stars systems is preferred
- Active volunteerism in the community

At First Resource Bank, you will enjoy a family-style atmosphere where all employees know each other, and the bank is extremely involved in the community. Our excellent benefit package reflects how our employees truly come first and the education you will receive about the banking industry is second to none.

We offer:

- Excellent annual compensation commensurate with experience.
- Health, dental, vision, short & long term disability and life insurance.
- Enrollment in 401K plan with company contribution (after 6 months of service).
- Optional enrollment in ESPP stock plan (after 6 months of service).
- Paid time off.
- Additional days off for Federal Holidays.

First Resource Bank is an Equal Opportunity Employer.

Send resume, cover letter and salary requirements to [HR@FirstResourceBank.com](mailto:HR@FirstResourceBank.com) to apply.