



# BRANCH MANAGER KANDY

## Key Tasks and Responsibilities

- Drive branch business growth by achieving assigned financial targets, KPIs, profitability objectives, and annual budget requirements.
- Lead and manage branch sales, operations, business development activities, and productivity improvements to ensure sustainable growth.
- Develop and execute strategies to mobilize customer deposits, expand the customer base, and strengthen market presence.
- Ensure effective portfolio management by maintaining high credit quality, monitoring loan performance, and achieving agreed recovery and PAR targets.
- Provide leadership and guidance to branch staff, including Loan Officers and Field Staff, to enhance performance, accountability, and service excellence.
- Plan and implement marketing initiatives, customer acquisition activities, and promotional campaigns in coordination with Regional Management, Head Office, and relevant business teams.
- Ensure compliance with company policies, procedures, client protection standards, and effective management of branch assets and operational controls.
- Build and maintain strong relationships with customers and stakeholders while ensuring timely resolution of customer concerns and delivery of quality service.

## Required Qualifications and Experience

- Bachelor's Degree or equivalent professional qualification
- Minimum 5 years' experience, including 2-3 years in a supervisory capacity in banking / finance / microfinance / sales operations
- Strong analytical, decision-making, communication, and customer relationship management skills.
- Ability to work independently and manage multiple priorities in a target-driven environment.

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