I. POSITION SUMMARY
Describe the basic function/primary purpose of the position.
Responsible for the research, market analysis, and optimization of the distribution network of assigned markets for the Santander footprint. Develop plans and proposals for new branches, ATMs, relocations, closures, and refurbishment to improve the effectiveness and efficiency of the network. Establish on the ground knowledge of assigned geographies. Coordinate with Property, Santander Global Facilities, and Market Leadership to implement recommendations.

II. PRIMARY DUTIES & RESPONSIBILITIES
List the position’s primary duties or major accountabilities in 7-10 concise, comprehensive statements. All job duties are performed in compliance with applicable laws and regulations.
Conduct site-specific location analyses based on locational attributes, customer and prospect behavior, and economic environment (15%)
Define measures of success and coordinate with business partners the post-audit review and assessment of tactical changes (10%)
Develop and document 3-5 year market plans for assigned markets (25%)
Partner with transaction managers and field leadership in development of market plan (10%)
Plan, execute, and summarize findings from assigned market visits and tours (25%)
Prepare business cases and presentation materials for senior leadership approval (15%)

III. QUALIFICATIONS
Identify the minimum education, experience, etc. required for this position.
Education: Bachelors or Equivalent
License/Certificates:
Experience - At least 5 Years
Ability to use geospatial analytic systems and tools

IV. SPECIALIZED KNOWLEDGE
Identify specific knowledge, skills, and abilities necessary for satisfactory execution of the position’s primary duties & responsibilities.
Demonstrated ability to plan and implement distribution tactics. Skilled in identifying market and real estate opportunities. Extensive experience working with demographic, economic, and spatial data. Knowledge of real estate principles and financial analysis, including NPV calculations. Outstanding ability to build partnerships across and interact with network, product, segment, and support areas. Strong PPT, Excel, and Word skills. Strong organization, writing, and verbal communication/presentation skills to influence key stakeholders and senior leadership. Strong problem-solving skills in order to make complex business decisions.

V. SUPERVISORY/MANAGEMENT SCOPE
Identify if the position has management responsibilities by the following definitions:
Individual Contributor – If there is no management responsibility;
Manage Process/Project – If the job oversees work process and/or work flow but does not directly manage;
Manage Team Members – If the job has direct reports;
Management Scope: Individual Contributor

VI. PHYSICAL REQUIREMENTS
Duties are performed in an office environment. Physical demands could involve any or all of the following: digital dexterity and hand/eye coordination in the operation of office equipment; light to moderate lifting (10-20 lbs.) and carrying of supplies, files, etc; the ability to speak to and hear customers and/or other employees both telephone calling and in person; and body motor skills sufficient to enable the incumbent to move from one office location to another.

Disclaimer:
The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

FLSA: Exempt
Job Code: 007381
EEO Category / Job Group: Professionals / 2.1
Prepared by: Peoples, Taneesha
Status: Approved Job Description
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