

MANAGING YOUR BANKING CAREER

Either you graduated college or high school recently or are going to in the next couple of weeks. As a parent of a recent college grad, as much as we love you, we want you off our “payroll”, and onto bigger and better things. When I started my career in Banking, it was cool to be a banker and was once a highly respected profession. Today, is a much different story if you listen to the media and the constant bashing our industry has taken over the past ten years.

Our community banks are at the center of the economic resurgence that is being talked about in every community across America. Community banks are driving real economic growth and development in large and small markets across the country. If not for these community banks, many small businesses would not have access to working capital, lines of credit, and real estate development.

Let’s get back to you-and this is all about you-you building a career, not looking for a job in one of the most valued professions in our economy. Here are 5 Steps to help you manage your entry into the Community Banking industry:

Step 1-Do NOT Believe the Hype. A quick search on Indeed this morning shows nearly 200,000 open positions with the word “banking” in the description or title. The number one complaint we here from bank CEO’s and HR executives in Banking is they have a hard time finding people to join them early in their career. There are banking jobs out there, onto Step 2;

Step 2-Find those 200,000 JOBS plus more. This one is right up your alley-get all over Social Media, not Snap Chat, or Facebook. Get active and build an outstanding LinkedIn, and Indeed profile. This is just as important as a high-quality resume;

Step 3-Get on the PHONE. Get networked and start talking to people about you and what you bring to the table. This is where you need to be social, not sending emails, texts, or snaps. Pick up the cell phone and make introductions. Yes, this is scary, but it can be very helpful in getting you a face to face meeting;

Step 4-Get VISIBLE. Find the banks you want to work for and “be where they are”. This means get in front of them, where they work and network. There are bank associations in nearly every state, call them and introduce yourself to every person on the staff. After that call, follow up with a hand-written note or card. Yes, that is “old school”, but it works and appeals to people of other generations that were raised on the value of good old-fashioned hand-written cards and letters.

Step 5-Get HELP-Get help from professionals that serve the community banking space. Who are these people? They are Centers of Influence-these are people that call into the banking industry and work closely with community banks in helping them succeed. Some examples of COI’s-Investment Banker’s, Attorney’s, Recruiter’s to name a few.

For more information on how to position yourself for a career in community banking, contact Brian Rhonemus at brianr@rhonemusgroup.com.