

## **JOB DESCRIPTION**

**POSITION: HEAD PUBLIC SECTOR, INSTITUTIONAL BANKING &EMDO's**

**REPORTING LINE: ED, BUSINESS DEVELOPMENT**

## **ROLES & RESPONSIBILITIES:**

### **1. Business Development**

- Drive client acquisition and management of existing Public sector client relationships consistent with the Bank's strategy in-order to achieve desired quality business growth
- Maintain, acquire and reactivate customer relationships to improve deposit liability growth and mix.
- Conduct market research and competitor analyses within marketing area and strategize plans that will give the bank a large part of the market within its vicinity
- Sourcing for and monitoring of deals within cash rich government parastatals.
- Drive the synergy and segment growth between the EMDOs, Institutional Banking and Public sector teams
- Ensure the value chain business from the segments over watch are mined in partnership with the Retail and Transaction Banking Sales teams.
- Maintain up-to-date knowledge of competitive offerings in the market

### **2. Product Management**

- Provide necessary strategic direction and guidance to product marketing units to ensure successful launching of new Initiatives and sustenance of existing ones for the segments under watch.
- Advise the MD/CEO on new business opportunities and develop strategies for financial benefit realization.
- Establish and develop various sales strategies to meet ever changing customer needs
- Recommend the creation of viable and profitable risk assets to increase business office profitability

### **3. Strategy & Networking**

- Identify new banking relationships and product offerings to meet the needs of MDAs, NGOs, Embassies, financial institutions (fund managers, Insurance companies etc)
- Enhance client retention by providing a one-stop point of contact for all the client's needs and requirements while providing world class customer service
- Keep abreast of local and international developments in the area of trade and financing

#### **KPIs:**

- Achieve the approved departments PBT target for the Bank
- Achieve the approved segment deposit and liabilities target for the Bank
- Achieve sustainable volume business growth in the segments with consistent share of wallet growth.

#### **QUALIFICATIONS:**

- Bachelor's degree with lower second and above in Business Administration, Finance, Accounting, Marketing, Law, or similar disciplines.
- Minimum of 8 years' experience in treasury, marketing, credit analysis, relationship management with at least 2 years in PSG, Institutional banking & EMDOS
- Knowledge of the banking products, services, and regulations
- Proficient in Microsoft Office.
- Excellent leadership, communication, and interpersonal skills
- Strong analytical, problem-solving, and decision-making skills
- Customer-focused, results-oriented, and innovative
- Fluent in English