

JOB DESCRIPTION

POSITION: HEAD DIGITAL & TRANSACTION BANKING

NAME:

REPORTING LINE: ED, BUSINESS DEVELOPMENT

ROLES & RESPONSIBILITIES:

1. Business Growth & Strategy

- Develop and drive Digital Banking Sales strategy, Digital products penetration, usage and mandate acquisition
- Drive product promotions, activation and training for collections and payment products in order to generate awareness, interest and usage of the Bank's products and services
- Drive acquisition of major corporate and public sector collection mandates
- Establish and Manage profitable relationships with third party aggregators Mobile Money Agents (super and sole agents for agency Banking) payment & collection platform companies
- Articulate winning strategies to create market space for all our products in the consumer, commercial & corporate segment
- Identify market opportunities, potential hubs and customer needs in order to proactively provide value adding products/ services that meet their anticipated needs
- Drive sales and product/channel penetration of retail e-Products at branch level in collaboration with BMs (Mass Market, Mass Affluent, SME)
- Drive sales of corporate solutions in collaboration with RMs (Institutions, Local Corporates, Public Sector)
- Drive acquisition and deployment of PoS, Web collection and corporate solutions.

- Supervise the Transaction Banking Team

2. Product Management

- Ensure the achievement of the profitability target for Digital products
- Ensure the achievement of the Banks budget for Digital products in volume and mandate
- Disseminate product performance reports & offer performance improvement insights & strategies for poorly performing segments.
- Engage segments with the view to driving products budget, implementing strategies, and tracking campaign compliance and results for improved performance.
- Provide necessary strategic direction and guidance to product marketing units to ensure successful launching of new Initiatives and sustenance of existing ones.
- Advise the country Segment heads on new business opportunities and develop strategies for financial benefit realization.

KPIs:

- Achieve the approved Transaction Banking PBT target.
- No. of New Accounts, Volume, Product Sales / Revenue
- % off e-Products penetration ratio for Personal Banking Customers
- Revenue from Corporate Solution Deployment (Payments: U-Pay, Pay Manager, Collection: Bank Collect Solutions)
- Number of active POS Deployed and Web collection mandates signed in the coverage area

I, _____ have
read and understood my job descriptions, and I hereby promise to
deliver accordingly.

Name

Signature

Date

Approved by:

Name

Signature

Date