



ABC CAPITAL BANK LTD

JOB DESCRIPTION:

DESIGNATION:	BUSINESS DEVELOPMENT MANAGER (BUSINESS DEVELOPMENT, SALES & MARKETING)
LOCATION/SITE:	ABC CAPITAL BANK – HEAD OFFICE
REPORTING LINES :	TO EXECUTIVE DIRECTOR WITH DOTTED LINES TO THE CHIEF EXECUTIVE

PURPOSE OF THE JOB:-

1. To achieve the market share, growth and profitability envisioned in the Strategic Plan of the Bank by designing, developing and successfully executing the Bank's business development and marketing initiatives.
2. To develop and maintain marketing strategies to meet agreed company objectives.
3. To evaluate customer research, market conditions, and competitor data and implement marketing plan alterations as needed.
4. To manage and streamline the vendor's for the various activities in marketing and alternate channels and coordinate with the Management procurement committee.
5. To drive the corporate sales Agenda and acquire and develop new clients in the Mid SME and large corporate category.

RESPONSIBILITIES:

1. Business Development:-

- a) Responsible for the planning, directing and managing of marketing and sales plans with the objective of increasing business levels and profits of the bank while adhering to risk management guidelines.
- b) Develop and present strategic marketing recommendations in respect to new product development, existing product enhancements, positioning, pricing, profitability, distribution channels, and marketing/advertising programs.
- c) Prepare annual marketing plans with clear goals, objectives and tactics in support of the business plans.
- d) Initiate and implement business development strategies for the Bank by working closely with the Heads of Departments at the Head Office and branch managers, relationship managers/officers, direct sales representatives and sales team.

- e) Conduct in-depth analysis of industry competition, market share, market conditions, past performance of industry and field, operational constraints, and legal/compliance requirements.
- f) Conduct feasibility studies for branch expansion or relocation.
- g) Review the Bank's current products, range of services and level of customer satisfaction vis -a- vis raised by the competition and recommend the development and introduction of new products and services and improving on customer service.
- h) Review the pricing strategy of the Bank vis-a-vis the competition and advice on appropriate strategies.
- i) Supervise guide, train and coach staff in the department. Set targets and review performance periodically for them.
- j) Evaluate and manage risks involved in all plans and activities of the department and contribute to building a compliance culture in the Bank.
- k) Establish marketing goals and measurement systems in line with the overall objectives of the Bank
- l) Actively participate in Sales calling activities and give guidance to Branch Managers, Relationship Managers/Officers, Sales team and Direct Sales Representatives on the same.
- m) Conduct in-depth analysis of industry competition, market share, market conditions, past performance of industry and field, operational constraints and legal/compliance requirements.
- n) Develop advertising, direct marketing and other marketing programs as required by developing project-specific marketing/creative strategy documents for the effective development of these elements.
- o) Monitor training sessions conducted by the bank for the Branch Managers, Relationship Managers/Officers, Direct Sales Representatives, Sales team and provide the necessary inputs to increase their effectiveness.
- p) Perform any other duties as may be assigned by the Supervisor from time to time.

2. Marketing & Corporate Sales

- a) To oversee all marketing, advertising and promotional events and activities.
- b) Develop an annual marketing plan in conjunction with the business development department. This should detail the year's activity to meet agreed Bank objectives.
- c) Responsible for the outdoor and indoor Bank branding including cost effective campaigns of media and other avenues of communication.
- d) Responsible to acquire aggressively the top listed corporates in various identified segments particularly trading, manufacturing sectors and institutional sector like NGO's, Embassies and financial institutions.
- e) Explore high potential income generating avenues like bill pay, mobile money etc.
- f) Work on innovative cash management products like IPF funding, asset financing, supply chain discounting for corporates and deliver the same within time lines to achieve concrete business targets
- g) To ensure that all marketing activity is delivered within the agreed budget and provide a cost benefit analysis on event wise.
- h) Coordinate and carry out market research on the bank's market niche with the aim of developing new products that fit the needs of the customers.
- i) Coordinate with the various stakeholders in case of infrastructure development in terms of branch, location setup etc.

- j) Carry out product evaluation on both the existing and future products and advise management on new market trends.
- k) To develop and implement a Branch -wide plan to push product, working with all departments for its execution.
- l) To Achieve marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits related to your department; identifying trends; determining system improvements; implementing change.
- m) Identify the right modes of cost effective vendors for alternate channel distribution and develop agency banking concept.
- n) Perform any other duties as may be assigned by the Supervisor from time to time.

KEY PERFORMANCE INDICATORS:-

1. Increase in Business levels (Deposits, lending portfolio, income) and profitability
2. Increase in customer base
3. New products and services successfully introduced and launched
4. Growth in the brand equity of the Bank
5. Knowledge of banking products
6. Skills in leadership and sales management
7. Solution selling techniques

KEY WORKING RELATIONSHIPS:-

Internal:

- Heads of Functions
- Branch Managers
- Relationship Managers/Officers
- Direct Sales Representatives
- Sales Team

External:

- Key customers :
- Marketing Agencies, Vendors
- Clients, service providers
- Government regulators

REQUIREMENTS:-

Qualifications:

- A University Degree.
- Computer literacy is essential

Experience:

- Requires a minimum of 5 years of sales, marketing or product management experience preferably in service sector.
- Experience in banking sector preferred
- Good knowledge of Banking and financial markets in Uganda

Skills and knowledge:-

- Excellent verbal and written communication and presentation skills
 - Marketing and business planning skills
 - Strong Analytical skills and problem solving skills
 - Leadership skills and People Management skills
 - Risk Management Skills
 - Good knowledge of Marketing analytics
 - Good negotiation and interpersonal skills
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