

YETU MICROFINANCE BANK PLC

EMPLOYMENT OPPORTUNITY

POSITION: MARKETING BUSINESS DEVELOPMENT MANAGER

Purpose of Role

- The Marketing Business Development Manager is responsible for securing new revenue within the bank's existing portfolio customers and also seek out new Business avenues.
- The role is expected to have a focus on strategizing, prospecting, identifying and rolling out new products and increasing sales to existing and new customers
- The role ensures an excellent client experience at all times and works in collaboration with the Operations and credit teams.

Key accountabilities

- To provide strategic leadership and comprehensive business management of the bank including business generation, customer relationships, sales and marketing in line with strategic objective of the bank
- Plan and coordinate day to day business development activities of the bank'
- Research and assist the bank to develop new products and ways of delivering our financial services
- Build and nature customer relationship through engagement and closing new business opportunities
- Provide regular reports to state of business to the management team and branches
- Spearhead business and revenue growth through development of workable sales and marketing strategies
- Upscale existing products through fine tuning and developing promotions strategies.
- Possess a strong understanding of our products, our competition in the industry and positioning.
- Follow the latest industry developments, best practices and stay up-to-date on competitions.
- Leverage Yetu's marketing plan and business development unit standard operating procedure (SOP) to develop personal monthly sales plan. Identify business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options;
- Present to and consult with Mid and Senior level Management on business trends with a view to developing new services, products, and distribution channels.
- Carry out sales forecasts and analysis and present your findings to senior management.
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- Any other duties as may be assigned by Senior Management.

Minimum Qualification

Holder of business-related University Degree with at least 5 years' experience in a similar engagement preferably in banking, microfinance and telecommunication . The person should be able to demonstrate strong leadership skills, democrat business acumen, and excellent communication. He/she should have analytical and presentation skillsI

HOW TO APPLY

Please send a copy of application letter and CV only to hr@yetumfplc.co.tz. Emails with any other attachments will be automatically deleted.