



JOB TITLE: ZONAL BUSINESS SUPPORT - COASTAL ZONE

Reporting Line

ZONAL BUSINESS MANAGER

Department

ZONAL OFFICE, COASTAL

Location

Coastal Zone

Number of openings

1

Job Purpose

The purpose of the role is to be accountable for providing professional, accurate and prompt support to branches' business growth in lines of new customer onboarding and Digital platform expansion by ensuring productivity standards are attained or exceeded by fully supporting the sales activities of branches. The role is also responsible for Zone market analysis, both product lines and the overall profitability of Zone business branch-wise. In addition, Zone business support is responsible for developing and monitoring data quality metrics and ensuring business data and reporting needs are met on time. Develop, analyze, and present Zone performance and advice areas that require improvements. The end goal is to provide support to Zone and branch-based sales activities together with financial analysis and performance monitoring. Zonal Business Support should also drive fresh initiatives for budget and financial planning.

Principle Responsibilities

- Responsible for branch performance review through data analysis against Zone sales targets and annual budget.**
- Present data review to Zone managers and other Zone leaders by clearly showing performance and suggesting areas of improvement.**

- **Responsible for business forecasting and budget analysis working in developing proposed Zone and branch budget, participating in positively defending the budget and accepting constructive improvement required.**
- **Support branches to grow Digital Channels (Internet Banking, Sim banking, Credit cards and Debit cards) accurately and efficiently to meet their targets.**
- **Work Closely with the Value chain unit to Maximize Zone business through the Value chain Model.**
- **Prepare forums, meetings, campaigns, and Roadshows across the Zone to cross-sell different bank products and their benefit to customers and non-customers.**
- **Support Zone new clients' on-boarding process (accounts) through all platforms and ensure they are activeness is maintained.**
- **Make sure branches are on-boarding clients with proper segmentation for maximum NFI resulting from accounts monthly fees and withdrawal charges.**
- **Prioritize and organize all tasks from Head office units with no relationship managers based in the zonal office and make sure they get full support.**
- **Assist in training new incumbents and/or temporary staff bank products and services to ensure transfer of knowledge and consistency in processing.**
- **Identify challenges in our internal process and in the market that affect our Wallet share growth and recommend changes to support continuous improvement, cost containment and client satisfaction.**
- **Perform any other duties as assigned by the Zone manager.**

Qualifications Required

- **Degree in business-related or its equivalent**
- **Any course in business analytics and data management will be an added advantage.**
- **At least 3 years in business performance analytics**
- **At least 2 years in branch operations.**
- **Business and data management**
- **Good reporting skills**

- **Good presentation skills**
- **Bank Products Knowledge**
- **Excellent communication and presentation skills**
- **Data management**
- **Adaptability**
- **Teamwork**
- **Building positive working relationships and team player.**
- **Good communicator.**
- **Innovative and good planner/organizer**

CRDB Bank Plc is dedicated to upholding ESG principles and seeks applicants who share this commitment. The bank promotes an inclusive workplace, encouraging applications from women and individuals with disabilities.

It is important to note that CRDB Bank does not charge any fees for the application or recruitment process, and any requests for payment should be disregarded as they do not represent the bank's practices.

Only Shortlisted Candidates will be Contacted.

Deadline

2024-06-23

Employment Terms

PERMANENT

Application Instructions

To apply for this vacancy: [**CLICK HERE TO APPLY**](#)