



JOB TITLE: RELATIONSHIP MANAGER DIRECT CHANNELS

Department: DEPARTMENT OF RETAIL BANKING

Location: Tanzania Head Office

Number of openings: 1

Job Purpose

Responsible for driving the growth of agency banking and merchant performance by maintaining the agents' network, increasing transacting customers, and ensuring compliance to achieve profitability growth

Principle Responsibilities

- Managing end-to-end customer acquisition as well as Lipa Hapa and Merchant Recruitment**
- Planning, executing, and monitoring Sales strategy; Distribution/expansion; Marketing Initiatives; and Budgets on CRDB Wakala and Merchants**
- Provide necessary training and support to zones and Branches to ensure that they achieve customer Acquisition through Agents and Agent staff (Freelancers)**
- Liaising with branch Managers/Zonal Relationship Managers on the edification of the new prospective agents in the Zone while ensuring compliance with KYC as per the regulations and business requirements**
- Support zone on Acquiring new business opportunities, initiating business cases and product concepts for value-added services on Agency Banking, and seeking necessary approval from within the bank.**

- **Managing training of agents, staff, and field team on products and troubleshooting of agency banking and Merchant tools.**
- **Management of assigned Zone/Branch Performance on Agency banking and Merchant Business.**
- **Innovative in designing sales activities to motivate the agent's network for retention and drive performance**
- **Support zone on Agency banking and Merchant-related issues and ensure those zones get full support from the Agency Banking and Merchant.**
- **Monitoring the market very closely for dynamics on customer behavior, competition, policies, compliance, and regulations**
- **Develop, foster, and maintain effective relationships with various businesses through internal and external stakeholders.**
- **Periodic visits in the regions within the assigned zone to ensure correct implementation of Agency Banking and Merchant strategies, policies and**
- **compliance also to monitor performance and evaluation of branches and field team KPIs.**
- **Execute all bank products and services under CRDB Wakala and Merchant to achieve expected results.**
- **Ensure zone/Branch has proper visibility on Agency banking and Merchant performance through sharing performance and conducting meetings with stakeholders to ensure they get reports timely and use them to drive performance.**

Qualifications Required

- **A University Degree or equivalent Advanced Diploma preferably in Business Administration, Banking, Accounting, Finance or any Business-related field, MBA or any Master's degree in a related field is an added advantage.**
- **Prior exposure to field operations on agent network institutions /FMCG Sales/direct sales operations and Data Analysis and execution, will be an added advantage**
- **A minimum of 5 years experience with proven deep knowledge in Agency Banking and MFS/MNO Sales, Merchant, Customer growth, financial inclusion, and financial services and digital products.**
- **The highest level of uncompromised integrity.**
- **Versatile and adaptable, able to react quickly**

- **Able to work in a demanding matrixed environment, with a proven track record of working effectively under pressure**
- **Proven ability to build effective, trusted, and credible relationships with multiple constituencies through exceptional interpersonal skills, communications, actions, and presence.**

CRDB Bank is dedicated to upholding Sustainability and ESG practices and encourage applicants who share this commitment. The Bank also promotes an inclusive workplace, hence applications from women and individuals with disabilities are encouraged.

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: 2024-12-01

Employment Terms: PERMANENT

CRDB Commitment

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