

Relationship Manager – Marketing at Equity Bank Kenya

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

Equity Bank Limited (The “Bank”) is incorporated, registered under the Kenyan Companies Act Cap and domiciled in Kenya. The address of the Bank’s registered office is 9th Floor, Equity Centre, P.O. Box – Nairobi. The Bank is licensed under the Kenya Banking Act (Chapter), and continues to offer retail banking, microfinance and related services. The Bank has subsidiaries in Kenya, Uganda, South Sudan, Rwanda and Tanzania. Its shares are listed on the Nairobi Securities Exchange and Uganda Securities Exchange. Equity Bank was founded as Equity Building Society (EBS) in October and was originally a provider of mortgage financing for the majority of customers who fell into the low income population.

Summary

Equity Bank is one of the region’s leading banks whose purpose is to transform the lives and livelihoods of the people of Africa socially and economically by availing them modern, inclusive financial services that maximize their opportunities. With a strong footprint in Kenya, Uganda, Tanzania, Rwanda, South Sudan and now in DRC Congo, Equity Bank is now home to more than 10 million customers – the largest customer base in Africa. Equity Investment Bank Limited (EIBL), a subsidiary of Equity Bank Group, offers strategic insight, in-depth analysis, and creative solutions to support the growth and development of Small and Medium Enterprises (SMEs) and corporate clients through comprehensive advisory and financial services (corporate finance, asset management, wealth management and brokerage).

Purpose of the Job

To generate new business whilst maintaining existing client base to achieve set business targets.

To ensure that high quality standards of customer experience is provided to attract, retain active and enthusiastic customers for increased sustainable business.

To optimize resources mainly human capital and Bank assets to achieve a quality effective and efficient business operations while appreciating the business risks.

Reporting to the Business Growth and Development Manager, the role holder will be responsible for the following

Job Responsibilities

The role holder will ensure that there is proper market sensitization of bank products

Continuous research of new developments in the Baking Sector to improve and develop new products for the sector.

Conducting thorough and regular Benchmarking against competition to establish the best product mix for the medical sector

Deposit mobilization to balance both the asset and liability mix.

Cross selling bank products to increase the wallet share for clients.

Provide personalized relationship banking to complement other business functions within the business

Prospect and establish new customers by managing a sales pipeline and developing and delivering proposals to customers by illustrating Equity Bank's value proposition

Sell consultatively, detailing products, determine customer needs and requirements, and make recommendations to both prospects and customers of the various solutions Equity Bank can offer their business

Work in conjunction with the branch management providing proposals and implementing sales strategies to achieve sales growth.

Build and sustain relationships with customers and ensure client satisfaction and loyalty to

the bank.

Leverage available resources to effectively implement company marketing plan, strategies, and sales processes.

Represent and develop strong relationships with manufacturers, suppliers, distributors in the field.

Enhance the visibility of the Equity Brand within the market.

Requirements

Qualifications

Holder of a degree (business related preferably) from a recognized University will be desired) or its equivalent with 3 years' experience in a managerial function.

Over 10 years working experience at Equity Bank/ industry, with prior experience in both Branch operations and credit having served in the current role for more than 5 years.

Last performance rating of 3 and above with no disciplinary case/ sanction in the last 3 years.

Orientation towards the Asian Community will be an added advantage.

Behavioral Competencies

Is an inclusive leader with an extroverted interest in people

Enjoys responsibility, authority and the social initiative required by a leadership position

Applies pressure in a charismatic way to achieve an objective and to gain acceptance of their point of view

Applies interpersonal skills, self-confidence, and charisma to influence and persuade.

Is an excellent motivator, knows how to communicate and can persuade.

Is very independent, has no difficulty accepting risks and has a strong sense of urgency.

Leadership Style

Display initiative and an enthusiastic, positive and persuasive style

Take immediate control of situations and does what it takes to attain objectives and solve problems

Makes decisions in a spontaneous and confident way, based on the available information

Is a good team leader; with a confident and “in charge” attitude to lead the group to the completion of goals

Encourages direct reports by delegating work, exerting effective controls progressively towards objectives

Exercises a lot of pressure to get projects completed.

Desired Knowledge

Thorough understanding of the Banking industry and the policies and procedures of the Bank

Good knowledge of the business environment, industry regulations and government regulations

World class customer service skills

Good working knowledge of MS office suite and Bank’s systems.

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