

Job Description

Position:	Senior Manager, Retail Digital Sales
Department:	Retail Financial Service
Reporting to:	Head, Retail Financial Service / Deputy, Retail Financial Service
Location:	Headquarter

I. Duties and Responsibilities

- Develop process flow, criteria, and monitoring tools to ensure all the project has been conducted smoothly with expected performance.
- Main in charge of campaign performance, deposit performance and merchant grow performance.
- Continuously improve care recruitment performance at retail branch level through simplifying process with proper training.
- Prepare attractive campaigns, policies, event management, procedures, and guidelines; monitoring and managerial tools to support branches team.
- Create and monitor campaign to support all retail financial service products such as deposit, credit card, mobile banking usage and so on.
- Utilize our current products to create additional channels and products to gain more competitive advantage and attract more customer.
- Review and propose for enhancing system to support retail products more convenient and friendly for user and customer.
- Enhance current products to be more attractive to improve competitive advantage.
- Create promotional content both digital and paper to deliver all campaign messages to target customer.
- Lead and conduct the training of sales, products, policies and other to Branches' staff to ensure all relevant employees have enough skills and willingness to perform their work well.

II. Qualification

- At least bachelor degree of Business Administration, Banking and Finance or Economics or other equal certificates.
- At least 5 years' experience in Microfinance and Banking sector.
- Be responsible and committed to completing the given tasks within the deadline.
- Good communication and negotiation skills.
- Analytical skills, data analytic, and reporting.
- Good in English both writing and speaking.
- Be honest and high commitment.
- Travel to province if needed.