

JOB ADVERT

Position: Account Officer – Marketing Role

Direct Report: Relationship Manager

Job Functions:

- Monitor/market the development of potential and existing business relationships with customers in the Country. To also ensure the provision of excellent financial products and services that adds value to the bank; whilst ensuring that the bank is adequately secured.

Regular/Routine:

- Ensure that the strategies of the bank are implemented.
- Execute marketing programmes to cover customers in the targeted industry segments.
- Execute foreign exchange sales/purchase and negotiate foreign exchange rates with customer based on limit set by the Bank.
- Discuss credit requirements and oversee the development of appropriate financing packages to meet customers' needs.
- Maintain good public relations with current and prospective customers.
- Co-ordinate the Unit for effective and efficient service delivery.
- Analyse overdrawn positions of the Unit with a view to safeguarding the bank's assets.
- Analyse the industry segments to identify potential opportunities for the bank vis-à-vis customers and new products.
- Make spot client calls with Unit and Group Heads to monitor and ensure marketing quality and to sell the bank's services, discuss various proposals with customers and provide financial advisory services.
- Recommend proposals to render financial services to customers within approved limits.
- Liaise with other units within the bank to ensure that customers' requests are duly executed.

Periodic:

- Submit weekly/periodic reports on the unit's activities to the Unit Head and intimate or recommend remedial plans to correct deviations from plan (Rotational weekly).
- Review and monitor performance with Unit Head.
- Prepare Monthly Profitability Report (MPR) (Rotational monthly)
- Attend various meetings as the need arises.

Special and Other Duties:

- Any other task as may be assigned by the Relationship Manager.

SPECIFICATIONS:

Qualifications: First degree (B.Sc.), relevant professional certification(s) and a master's degree.

Minimum Experience: Minimum of 1 year's experience with a financial institution.

Required Knowledge, Skills and Abilities:

- A customer-centric attitude
- Strong interpersonal skills
- Good analytical and problem-solving skills
- Excellent communication and leadership skills
- Good report writing and presentation skills.