

**General:**

Job Title: Branch Manager (BDGM)
Reports to: Head of Retail
Function level: Manager /Senior Manager
Number of Vacancies: 6
Location: New Branches (Zanzibar, Songea, Kigoma, Masaki, Tanga, Arusha)

Basic Purpose:

Provide leadership to achieve high performance by ensuring employee development, employee engagement and performance management to deliver organization objectives and goals. Growing the company's market share by identifying new markets and creating unique customer products/ services intimacy experiences. Intelligence gathering on customers, competitors and market trends through research. Formulating and implementing business development strategies and marketing plans.

Main Duties and Responsibilities:

- Responsible for business development and marketing activities for overall business growth (On deposit, alternative banking channels and quality loan portfolio).
- Assessing key markets and business opportunities for bank's products and services.
- Formulating and implementing business development strategies and marketing plans.
- Intelligence gathering on customers, competitors and market trends through research.
- Handling business inquiries and generating leads for possible sales, follow-up sales activity and proposal writing.
- Developing new revenue streams while optimizing income from existing lines through innovative marketing and rapid exploitation of changing customer needs and tastes (To grow profitability for the bank).
- Growing the company's market share by identifying new markets and creating unique customer products/ services intimacy experiences.
- Grow the number of accounts, carded customer, agents and merchants.
- Managing and monitoring branch budget.
- Monitoring the existing business portfolio and new accounts performance.
- Provide leadership to achieve high performance by ensuring employee development, employee engagement and performance management to deliver organization objectives and goals.
- Fostering partnerships and maintaining business relations with key industry players
- Work with other departments on product / service enhancement and development to ensure our customer are delighted.
- Any other duty as assigned by the supervisor in line with the job description.
- Perform any other duties as assigned by your supervisor.



Knowledge Skills And Experience:

Skills:

- Have Strong leadership, mentorship and coaching skills.
- Strong communication and presentation skills.
- Knowledge of Bank risks and their mitigation.
- Have knowledge of AML and KYC policy guidelines.
- High personal standards, goal oriented and with personal initiative.
- Good understanding of bank Policies and Procedure.
- Team player with excellent interpersonal skills.
- Ability to work in a high-pressure environment.

Work Experience:

5+ years in banking, with a focus on business development, relationship management and with at least 2 years in a supervisory or managerial role

Education:

Bachelor's degree in Business, Finance, Economics, or related field (MBA preferred) from reputable college/university