



<b>JOB DESCRIPTION</b>			
<b>JOB TITLE:</b>	BUSINESS DEVELOPMENT MANAGER	<b>REF NO:</b>	
<b>REPORTS TO:</b> (Job Title)	HEAD SALES AND DISTRIBUTION	<b>START DATE:</b>	
<b>DEPARTMENT:</b>	RETAIL BRANCHES	<b>DIVISION:</b>	RETAIL

<b>1</b>	<b>JOB ROLE</b>
	Sales to Premier and HNWI segment
<b>2</b>	<b>JOB RESPONSIBILITY</b>
	<ul style="list-style-type: none"><li>• Maintain and develop existing and new customers through appropriate propositions and ethical sales methods, and relevant internal liaison, to optimise quality of service, business growth, and customer and satisfaction.</li><li>• At a minimum, the jobholder should achieve all allocated annual targets which would normally include liability gathering, lending, new accounts, customer interaction and controls / compliance.</li><li>• As the Bank introduces new products &amp; services or focusses upon particular initiatives, other / additional targets may be set from time to time</li></ul>
<b>3</b>	<b>JOB TASKS</b>



	<ul style="list-style-type: none"><li>• Self generates new business for target market of small to medium size businesses and business professionals</li><li>• Provides a superior level of customer relations and service; and ensures compliance with Bank policies and procedures.</li><li>• Responsible for attaining established individual, branch and Bank goals through active participation in sales management</li><li>• Tracks and analyses banking economic trends and makes recommends to senior management.</li><li>• Conducts Market and technology research</li><li>• Formulation of strategy</li><li>• New product development planning and management</li><li>• Marketing and advertising and promotion planning</li><li>• Attend and present at external customer meetings and internal meetings with other company functions necessary to perform duties and aid business development</li><li>• Sales organization planning and development</li><li>• Business planning</li><li>• Launch and implementation</li><li>• Appropriate Administration, budgeting, monitoring, reporting, communication and liaison.</li><li>• Self-development and continuing personal development</li><li>• It is anticipated that the majority of duties will be undertaken off branch premises and that the jobholder will need to make themselves available for activities out of hours – such as evenings &amp; weekends</li></ul>
4	<b>SKILLS</b>
	<ul style="list-style-type: none"><li>• Ability to be an excellent team player and to meet strict deadlines.</li><li>• Excellent communication</li><li>• Customer Orientation skills</li></ul>
5	<b>OTHERS</b>