



JOB VACANCY ANNOUNCEMENT

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Job Title		Head of Marketing & Customer Care Department	
Job Code	DM	Job Category	Marketing & Customer Services
Reports to		CEO	
Department		Banking Service	
Location		Head Office	

AccessBank Liberia Limited (ABL) is a fully-fledged commercial bank, offering in a transparent, professional and sustainable way appropriate financial services to the small, medium and large businesses in Liberia. Our shareholders are multinational entities including AccessHolding AG, International Finance Corporation (IFC), African Development Bank and European Investment Bank.

The Bank is looking for dynamic and professional person to lead its Marketing and Customer Care department to undertake the following responsibilities:

General Responsibilities	
	<p><i>The Head of Marketing & Customer Care is responsible for planning and implementing customer experience, marketing and product development programs, both short and long range, targeted toward existing and new markets by performing the duties given below, personally or through subordinates. In line with the overall Bank's strategy and vision and based on regular market research and client analyses s/he is responsible for the Bank's strategic positioning and branding in the market, customer and product strategies, corporate communications, overall marketing planning and Bank's internal marketing.</i></p> <p><i>Special focus will be put on corporate identity, customer-centricity in product design and user experience, go-to-market strategies, sales and communication channels development, advertisement and sales promotion campaigns, public relations, social media, branding events and marketing procurement. Customer satisfaction, retention rates, drop-out statistics and other relevant measures are applied and analysed on a constant basis to improve brand performance, customer experience, corporate reputation and, as a result of it, client loyalty, deepening and sales.</i></p>

Specific Responsibilities

Head of Marketing & Customer Care Department is expected to perform the following specific responsibilities:

1. Achieve the Bank deposit targets as determined by Management and approved by the Board.
2. Provide support in analyzing the needs of the market in Liberia in terms of sale of deposit products of the Bank.
3. Develop, implement and manage deposit business development strategies of Bank.
4. Work with and support Branch management team (Deputy Branch manager-Retail & Branch manager) to grow the branch deposit portfolios.
5. Train, coach and supervise Relationship officers on effective client relationship management and deposit mobilization skills.
6. Train, coach and supervise Relationship officers in prospecting new deposit product clients using new approaches (active methods, rather than passive ones)
7. Train, coach and supervise Relationship officers on “One stop-shop approach” to banking the upper and middle income clients.
8. Train the Relationship officers on the “House Bank Concept”.
9. Assess the performance of Relationship Officers on quarterly basis.
10. Attend Monthly Performance Review Meeting to present business results of his/her unit to Management Team
11. Develop and maintain relationship with media houses for access to the local media to promote the AccessBank “brand”.
12. Supervise the Marketing desk of the Bank to develop relevant marketing/communication materials to increase awareness for the Bank’s products and services.
13. Work with the bank’s business departments (Credit and Banking Services) to identify content for use in marketing the product and services of the bank.
14. He/she shall be responsible for planning, organizing and implementing active direct marketing activities in collaboration with the branches at least once per month for each branch.
15. Build and maintain up to date photo library including taking photographs and videos on the bank events and activities.
16. Manage all social media sites including website, Facebook, Twitter and Instagram accounts of the bank.
17. Perform any other responsibilities that may be assigned to him by banking Service Manager.

Internal Relations with all staff and authorities

Source of Information

- Departments and units
- Branches
- Management Team

Required Skills and Working Experience

- *University Degree in Marketing, Mass Communication or Economics.*
- *5 years of experiences of which a minimum of 2 years where in a Marketing & Customer Care management role*
- *Demonstrated ability to develop and maintain efficient sales, communication and marketing policies and procedures*
- *Experience in developing and implementing marketing strategies with clear focus on customer experience*
- *Highly developed skills in marketing planning, implementation and brand development*
- *High affinity to and experience in data based analyses*
- *Ability to close tough contract negotiations*
- *Excellent computer skills (Microsoft Word, Excel, PowerPoint)*

Desired experience and knowledge

- *Experience in customer segmentation, customer analyses, development of customer journeys*
- *In-depth knowledge about local finance sector*
- *Project management experience*

Soft Skills

- *Excellent analytical skills*
- *Excellent communication skills*
- *Excellent coaching skills*
- *Excellent problem identification and problem solving skills*

- *High sense of maturity, professionalism and honesty.*
- *Ability to work under pressure, meet business targets, deadlines and be prepared sometimes to be available beyond normal working hours.*
- *Analytical, critical thinking and complex problem solving skills.*

Ability to communicate effectively with colleagues and managers at Head Office and branches and external stakeholders such as the media and client groups.

Results expected to achieve

- Compliance with ABL standards and procedures, and legislation in all transactions including understanding Account Service Procedures and the Anti Money Laundering and Know Your Customer Policy and act accordingly, and paying keen attention to identifying money laundering risks and reporting any potential risks to the Branch Manager and Credit Manager
- Working closely with all departments of the Bank
- Presenting proposals for improvement of the Cash Operations Procedures
- **Quality, Quantity & Accuracy of Work:** This includes meeting deadlines, keeping agreements, compliance with formalities
- **Client Orientation:** Understands client needs and concerns and responds promptly and effectively, customises services and products appropriately
- **Drive for Results:** Is proactive; balances "analysis" with "doing", sets high standards for self, commits to ABL's goals
- **Team Work:** Collaborates & cooperates with others, acknowledges others' contributions; works effectively with individuals regardless of nationality and gender, willing to seek help and delegate; encouraging and open
- **Communication, Learning and Knowledge Sharing:** Open to new ideas, shares own knowledge and builds on knowledge of others, applies knowledge in daily work; builds partnerships for learning and sharing; inspires trust
- **Planning and Organising:** Organisation of own work, control, project planning
- **Problem Solving & Decision Making:** Accurately identifies and finds solutions to problems, makes effective decisions in an environment of constant change and incomplete information

Career Development

As a new, fast-growing bank, all employees are expected to develop their careers in a way that builds on their strengths and contributes to the growth of the bank. Employees are expected to take responsibility to work with their manager to identify career development opportunities and work towards them

If you are interested and fulfill the above mentioned requirements, please send your application, as well as your cover letters and CV including testimony of all relevant documents to the Human Resources Department, AccessBank Liberia, The Microfinance Bank, 20th Street Sinkor, Monrovia-Liberia.

Please note that only short-listed candidates will be contacted!

Deadline is Friday, August 3, 2018