



Chief Manager Commercial

Roles and Responsibilities

- Develop the commercial business strategy budget and marketing plans in line with overall banking approved strategic plan
- Ensure smooth execution of the agreed commercial specification strategies business growth and profitability
- Execute the commercial strategic plan ensuring alignment to customer demand and create a market leading commercial competitor advantage
- Champion the required cultural change needed to reinforce consistent sales customers services and operation excellent disciplines and ways of working across the branch networks
- Effectively manage and direct all commercial banking business units with the objectives of achieving annual sales, financial targets as incorporated in banking commercial strategy
- Keep abreast of market dynamics, identify changes, risk opportunities and act on them according
- Take ultimate accountability for the management sales support and business development services
- Drive services excellence across the branch network by planning monitoring and managing the implementation and continuing enforcement of all SLAs and services standards and services
- Maintain a close monitoring of customers services trends and customers satisfaction levels in the branch network by commissioning regular customers surgery and mystery shopper events to identify weakness and area of strength and act on them accordingly

Educational Qualifications

- Must possess at least 1st degree in business administration, banking, finance or equivalent. Master's degree will be an added advantage
- At least 5 years in senior leadership role in the banking industry
- Customer focus as primarily functions to ensure the highest standards of customers satisfaction
- General understanding of current business trends and complain in banking industry
- Broad and detailed technical knowledge of general commercial banking practice and procedure
- Experience in commercial banking budgeting forecasting costs control and sales management essential
- Significant credit knowledge is essential
- An analytical mind with a strategic ability
- Strong leadership and management skills
- Change management skills

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