

Head, Commercial Banking

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Company: PROJEXTS

Location: Douala

Category: other-general

Work in partnership with retail to develop products and services for staff members or commercial clients.

Provide leadership and direction required to develop and manage customer relationships with excellent financial development and management of customer acquisition, retention, and relationships in the customers' target market.

Develop and implement the Commercial Banking strategy.

Define marketing and sales strategies of the commercial banking unit.

Develop Commercial Banking products and services.

Grow liability and assets.

Ensure the profitability of the business.

Facilitate and develop trade solutions and structures to cater for commercial clients.

Drive the value chain of commercial clients.

Requirements

Minimum Education A good first degree in any discipline. A relevant master's degree or MBA will be an advantage.

Formal Training: A recognized professional certification will be an added advantage.

Minimum Experience: Minimum of 10 years experience in a bank with experience at least 6 years experience in sales and marketing.

Required Knowledge, Skills & Abilities:

Good product knowledge

High entrepreneurial acumen

Bilingual with perfect mastery of the French and English languages.

Excellent Customer Service & Relationship Management capabilities

Excellent Marketing / Selling skills

Strong strategic orientation

Good negotiation and presentation skills

Good Oral & Written communication

Supervisory Skills

- General management and administration
- Team building and conflict management
- Coaching /Leadership / Positively Influencing Others
- Organization and coordination skills
- People Management Skills

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