

We, SDB bank are a leading licensed specialized bank that has recorded a sustainable growth over the past decades and have marked impactful presence in our chosen markets. To steer our accelerated expansion; we are looking for dynamic, self-motivated and career-oriented person to join the SDB Team to be a part of bank's growth story.

We are in the search for an individual who is passionate and has experience in Retail Banking Sector.

Head of Retail Banking

Main purpose of this position is to drive execution of the overall retail strategy, customer acquisition and relationship management in the Bank for retail business acquisition and meeting / exceeding portfolio growth targets for the retail business. Thus, it involves formulating, directing and monitoring the strategies to ensure the accomplishment of business goals pertaining to this sector in respect of assets liabilities and fee income drivers.

Duties & responsibilities :

- Develop sales strategies / targets for all retail products and services and operationalize.
- Develop sales productivity criteria and track performance.
- Develop and execute strategies to maximize sales growth that is in line with the agreed business objectives.
- Regularly monitor sales and sales productivity performance of Bank Level / All Regions and report on results.
- Manage relationships, generate new business and monitor Branch / RM performance.
- Ensure compliance with both the regulatory and SDB policies and ensure all KYC requirements are met.
- Regularly evaluate market environment and provide feedback and proposals to marketing for product enhancement / new product development and process improvement.
- Identify areas for new product development enhancement and coordinate with product development managers for implementation.
- Maintain formal (weekly / monthly) and informal contact with the Regional Managers/ Managers to ensure sales objectives are being met.
- Identify training and development needs for business development officers (BDOs) and make recommendations to Regional Managers / Managers for implantation of relevant training programs.
- Perform a detailed competitor analysis in respect of all retail products and services on peers.

Academic/Professional Knowledge, Skills and Competencies required :

- MBA from a recognized professional body
- A Bachelor's degree specialized in Accountancy / Business Management from a recognized university and / or professional qualification from SLIM / CIM / CIMA / CA and any other related professional qualifications.
- Minimum of 10 years experience in a managerial capacity in the field of Banking/ Finance/ Insurance.
- Proven track record in a multiproduct sales and relationship management environment for retail banking.
- Strong understanding of banking products, especially credit and trade products.
- Good knowledge of regulatory and general banking policies / procedures.

Soft Skills required :

- Computer literacy
- Excellent communication and interpersonal skills with a clear sales focus.
- Strong people management, leadership skills and ability to influence.
- Analytical, Negotiation and Presentation Skills.

An attractive remuneration package commensurate with experience and fringe benefits in par with the industry standards is available for the right person. Interested candidates are invited to submit their curriculum vitae within 07 days of this advertisement to careers@sdb.lk mentioning the position in subject line of the e - mail. Kindly note that only shortlisted candidates will be contacted.

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