

United Arab Emirates Jobs Expertini®

Manager, Mass & Rise Segments

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Company: ADIB

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

Role: Manager, Mass & Rise Segments

Location: Abu Dhabi

Role Purpose:

Optimizing the Banks offering to cater to the diverse needs of our clients. The candidate will be responsible for managing the customer value proposition for the relevant segment. This will include analyzing customer behavior data, identifying market opportunities, and contribute to the development & execution of targeted activities to enhance the customer experience & user journeys.

The key focus of this role will be to grow the segment customer numbers, customer revenue & PPI.

Key Accountabilities of the role

RESPONSIBILITIES:

Liaise with all the relevant product verticals to churn out 'fit for purpose' products & services for the segment.

Own the customer experience across touchpoints & refine UX & customer journeys as required.

Develop cross sell opportunities to improve product per customer as well as share of wallet.

Develop customer acquisition campaigns for the relevant segment.

Contribute to process, systems, and infrastructure changes to effectively service segment clients.

Contribute to the development of relevant digital initiatives including digital acquisition, digital X-sell, digital servicing.

Conduct comp scans on segment product, service & pricing offerings in the UAE market.

Specialist Skills / Technical Knowledge Required for this role:

Strong inter-personal skills

Strong negotiation and presentation skills

Strong sales & business management skills

Financial modeling, budgeting and forecasting skills.

Ability to collate & interpret data.

Results oriented: is self-motivated driven by the need to succeed.

Personal organization: demonstrates high levels of personal organization, delivering on time.

Plans effectively to deliver goals.

Development: self-analytical; and takes accountability for own development

Previous experience required (if any)

A minimum of 10 years industry experience retail banking

University degree

Understanding of marketing dynamics including demographic factors, competitor products and services

Understanding and working knowledge of lending criteria

Familiarity with local banking regulations

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