

United Arab Emirates Jobs Expertini®

Proposition Manager - Priority Banking United Arab Emirates Posted on 02/06/2023

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Company: Abu Dhabi Islamic Bank PJSC

Location: , , United Arab Emirates

Category: other-general

Role: Proposition Manager – Priority Banking

Location: Abu Dhabi

Role Purpose:

Assisting in developing and managing the Priority Banking proposition

Responsibilities:

Enhance the Priority Banking proposition to contribute towards segment revenue and profitability.

Initiate and deliver all campaigns for Priority customers and coordinate with internal stakeholders for the target results.

Manage customer segmentation (i.e. upgrade, downgrade, RM tagging) according to the approved process.

Resolve escalated Priority Banking complaints in conjunction with CRU in a prompt and efficient manner.

Manage contracts/SLAs with external vendors and obtain required Legal, Compliance and Sharia approvals.

Execute customer communication plan of Priority Banking for better customer engagement.

Assist in development and roll out of improved Priority Banking processes to enhance customer experience

Specialist Skills / Technical Knowledge, Technical Competencies Required for this role:

Extensive knowledge of Retail Banking products & services and customer segment propositions

Strong knowledge of marketing and promotion

General awareness of competitors in the local banking industry.

Excellent communication, interpersonal and presentation skills.

Previous Experience:

At least 3 years of experience managing a segment/banking proposition, product or a brand if outside a market.

Previous experience in the field of marketing or brand management is a plus.

Experience in customer service/service management is desirable.

Previous experience of handling and delivering projects.

Previous experience being with accountable for a financial target.

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