

Roles and Responsibilities :BDE-Branch Banking

- Acquisition of CASA & liabilities a/c from cold calling, market reference.
- Responsible for implementing sales and marketing activities within a branch in order to grow the Liabilities business and achievement of sales targets.
- Ensure Liability acquisition targets are met by developing new relationships and leveraging existing ones within the customer base.
- Responsible for acquiring new customers through multiple channels campaigns, branch walk ins, referrals from existing customers, through industry bodies and associations and through running industry achieving overall numbers and value targets as per scorecard.