

BE PART OF OUR

GROWTH STORY



MANAGER – MASS AFFLUENT AND SALARY PROPOSITIONS RETAIL & BUSINESS BANKING

You should ideally:

- have a bachelor's degree in Business, Finance, Marketing, or a related field
- possess minimum five years of experience in retail banking, product management, or client engagement
- have a strong understanding of mass affluent and salary banking propositions, with a proven ability to develop and implement strategic initiatives
- demonstrate excellent analytical skills to track performance metrics and support data-driven decision-making
- have outstanding communication and collaboration skills to work effectively with internal teams and stakeholders

You will be mainly responsible for:

- executing client acquisition and engagement strategies across Prestige and salaried segments
- supporting proposition enhancements aligned with strategic goals to drive growth and customer satisfaction
- ensuring seamless onboarding and servicing of clients, enhancing their banking experience
- collaborating with internal teams to deliver bundled product offerings and optimize operational processes
- identifying cross-sell and upsell opportunities to maximize revenue and deepen client relationships

We are an equal opportunity employer, committed to promoting an inclusive and diverse environment. Recruitment to the Bank is based solely on merit and competency irrespective of other characteristics that make our employees unique. Any form of canvassing is discouraged. Correspondence will only be with the short-listed candidates.

Please apply via e-mail by sending an updated CV or a DFCC Bank application form which could be downloaded from our website to recruit@dfccbank.com with the post applied for in the subject by **22nd June 2025**.

Chief Human Resource Officer
DFCC Bank PLC 73/5,
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