HEAD OF PROPOSITIONS

Are you passionate about creating innovative customer propositions that drive business growth and enhance customer experiences?

We are seeking a dynamic and results-oriented professional to lead the development, management, and growth of our Retail Banking proposition portfolio. This role offers an exciting opportunity to shape customer-centric banking solutions, strengthen market competitiveness, and drive sustainable growth across key retail segments.

THE JOB

- Develop and implement customer proposition strategies that support business growth and market leadership
- Manage and enhance existing customer propositions while identifying opportunities for innovation and market differentiation
- Drive growth in CASA, deposits, lending products, card portfolios, fee income, and digital banking adoption
- Design and launch customer propositions for key segments including Salary Earners, Teen Banking, First-Job Professionals, Foreign Employed Customers, and Self-Employed Individuals
- Leverage customer insights and analytics to deliver compelling value propositions and improve customer lifetime value
- Lead proposition performance management, profitability optimisation, and customer lifecycle strategies
- Build strategic partnerships and ecosystem relationships to create new business opportunities
- Collaborate with cross-functional teams to deliver seamless customer experiences across physical and digital channels

THE PERSON

- Bachelor's Degree in Banking, Finance, Marketing, Business Administration, Commerce, or a related field
- Master's Degree or a professional qualification would be advantageous
- Minimum 15 years' experience in the banking industry, including at least 8 years in product management, proposition management, segment management, or related leadership roles within Retail and/or SME Banking
- Strong commercial acumen with demonstrated success in driving growth, profitability, and customer engagement
- Excellent leadership, stakeholder management, negotiation, analytical, and communication skills

The position is at Assistant Vice President level.

Please login to https://www.ndbbank.com/careers to apply on or before 25th November 2026.

We will correspond only with the shortlisted applicants
"We are an equal opportunity Employer"

NDB bank
The future is banking on us
Vice President Human Resources