

JOB TITLE:	TEAM LEAD/ RM - PUBLIC SECTOR	REFERENCE INDICATOR:	
DIVISION:	WHOLESALE BANKING	DEPARTMENT/ UNIT:	BUSINESS DEVELOPMENT
JOB GRADE:		VERSION NO:	1

JOB OBJECTIVE(S)

Responsible for;

- Developing, growing and managing customer relationships and for increasing the Bank's revenue through marketing of the banks products and services to identified Public Sector Customers.
- Growing the Bank's share of Public Sector business in the country by developing and maintaining relationships with the Government.
- Driving Trade business opportunities in the African countries where UBA has established presence by networking with multinationals, large corporate to ensure that they benefit from the full range of UBA's Trade Services and Products.
- Management of Public Sector portfolio of customers ensuring that they receive the appropriate level of service and advice to meet their specific needs
- Spear head budget preparation of the unit, annual marketing plans and strategies to achieve targeted growth objectives.
- Drive client acquisition and management of existing Public Sector client relationships consistent with the Bank's strategy in-order to achieve desired quality business growth
- Enhance client retention by providing a one-stop point of contact for all the client's needs and requirements while providing world class customer service
- Establish and develop various sales strategies to meet ever changing customer needs in liaison with the New Product Development Team
- Maintain, acquire and reactivate customer relationships to improve deposit liability growth and mix.
- Conduct market research and competitor analyses within marketing area and strategize plans that will give the bank a large part of the market within its vicinity
- Monitor and control business office income and expenditure to ensure profitability.
- Recommend the creation of viable and profitable risk assets to increase business office profitability.
- Identify and develop conglomerates banking relationships
- Sourcing for and monitoring of customer's tenured investment / facilities

- Design product offerings tailored to meet the needs of public sector in the country while maintaining regular contacts with Parastatal Heads and other executives to push the Bank's public sector business.
- Coordinate Marketing of Regional Trade opportunities covering import and export financing and services, across the group
- Identify Regional Trade Finance opportunities and trends common across geographies and develop generic solutions to exploit for the benefit of clients and the Banks
- Build and maintain regional trade sales pipeline
- Ensure at a global level that structures, systems and resources required to effectively service regional trade customers are in place
- Own, manage and update generic trade product programs for regional trade products
- Maintain high level of contact with country heads for effective coordination
- Keep abreast of local and international developments in the area of trade
- Maintain up-to-date knowledge of competitive offerings in the market
- Establishment of service measurement systems/metrics

KEY PERFORMANCE INDICATORS

- 100 % attainment of annual targets (risk assets, fees & commission, client conversions)
- 100 % attainment of annual target (Deposit and Risk Asset)
- Cost of funds
- Non funded Income (NFI) and Funded Income (FI)
- 100 % of zero income leakages
- Cost income ratio
- Revenue growth
- Market share growth
- Volume of business – deposits and loans/facilities
- Adherence to policies
- Market share- low cost
- Additional KPIs as captured on your performance contract.

JOB REQUIREMENTS

Education

- Minimum of Bachelors Degree (with an MBA, MSC or its equivalent) and/or Professional Qualification in Banking related disciplines
- Proficiency in Microsoft Office Suite

- Professional qualification in Customer Relationship Management and Sales & Marketing

Experience

- Minimum experience –10 years cognate experience in management with at least 3 years in a supervisory capacity

Key Competency List

Knowledge

- Expert knowledge of trade and supply chain
- Product knowledge
- Broad knowledge of the global macro economy and its dynamics
- Deep knowledge of UBA's products and services
- Deep understanding of the value chain of the key industries
- Deep industry knowledge
- Knowledge of credit risk analysis

Skills/Competencies

- Project management
- Product development
- Strategic
- Communication (written)
- Self and team management
- Presentation skills
- Innovative
- Analytical thinking
- Attention to detail
- Managing people – cross functional
- Payment systems
- Decision management
- Developing others
- Visionary mind
- Leadership capability

Reporting Relationships

- Functionally reports to the **Director**, Wholesale Banking
- Administratively reports to Same as above
- Supervises Team Members

Job Holder:	Prepared by: Country Head, Resources	Approved by:MD/CEO
Date:	Date:	Date: