



Assistant Vice President Mass Affluent Segment

Assistant Vice President – Mass Affluent Segment

Job Profile

- Formulate and manage a complete product and service proposition for the key Mass Affluent customer segment of the bank to make it best in class.
- Identify the products and services to be bundled and liaising with the product and process owners to design a processing and service structure.
- Monitor and guide all the IC ambassadors in the branch network, and provide them with required training and certification programmes by coordinating with L&D Team.
- Cross sell other products of the bank to the Mass Affluent segment by striving to enhance the cross sell ratio of the IC base.
- Position the Mass Affluent IC proposition of Nations Trust as an aspiration offer and work with the Retail Marketing team to build and enhance the brand to market share in the MA segment.

Special Skills

- Be pro-active and highly motivated.
- Ability to lead and work with a team.
- Excellent Leadership and people management skills.

Experience & Qualifications

- 10 years banking experience out of which 6 Years at Managerial Level with hands on experience in Sales, Marketing, Customer Service and Operations.
- Exposure in handling segmented product offerings
- A Degree or a Professional Qualification

Please forward your updated CV to careers@nationstrust.com specifying the vacancy which you are applying for on the subject line. Kindly note that only shortlisted candidates will be called for the interview

