

Business Banking Segment Manager - (1800031980)

Job Retail Banking

Primary Location Greater China and North Asia-Taiwan-Taipei

Schedule Full-time

Global Grade: Grade 7

Employee Status Permanent

Posting Date 19/Sep/2018

Unposting Date Ongoing

About Standard Chartered

We are a leading international bank focused on helping people and companies prosper across Asia, Africa and the Middle East.

To us, good performance is about much more than turning a profit. It's about showing how you embody our valued behaviours - do the right thing, better together and never settle - as well as our brand promise, Here for good.

We're committed to promoting equality in the workplace and creating an inclusive and flexible culture - one where everyone can realise their full potential and make a positive contribution to our organisation. This in turn helps us to provide better support to our broad client base.

The Role Responsibilities

Portfolio Management

- Run routine portfolio analysis to identify business opportunities and insights
- Gain holistic view of segmentation and able to differentiate from their needs and service channels
- Link portfolio insights to business strategy or leads/marketing campaigns
- Improve product holding per client or roll out tail management for portfolio vitalization

Customer Value Proposition Implementation

- Design sound CVP that supports business plan and differentiate from competitors
- Publish CVP collaterals such as welcome pack, sales DM, SCB website, SCB social media and magazines

Campaign Design and Execution

- Develop effective sales campaign & leads campaign to improve client product holdings
- Design prevailing marketing campaign for client acquisition with digital medium
- Partnership with internal stakeholders (i.e. Product & Channel) or 3rd Party (i.e. industrial union) to generate referrals or up sells such as liability and FX
- Organize events such as seminars or town halls to deliver message to target audience

Performance Management and Tracking

- Monitor asset & liability portfolio against pricing to ensure delivery of income target
- Financial modelling and budgeting experience preferred, clear mind of connection between assumptions and P&L
- Corporate business/strategic plan experience preferred

Ad-hoc Projects and Cross Function Communication

- Lead ad-hoc projects from planning to execution, tracking and result evaluation
- Able to work independently under time pressure and capable of problem solving or diagnosis
- Extensive communication with key stakeholders such as sales head, product, channels and risk, etc
- Excellent communication skills including English (verbal, written and presentation)

SME Banking & Program Lending Knowledge

- Intermediate knowledge of SME Banking and Program lending products (SMEG / Loan against property)
- Liability & FX product experience is plus

Risk Control

Support Group policies & standards assurance

Our Ideal Candidate

- 6 年以上銀行資歷 (中小企業相關至少3年)
- 客群管理/分析/客戶分群/收益分析
- 客戶銷售名單管理及行銷活動執行與效益分析
- 實際專案規劃, 追蹤及成效分析及跨部門合作案例

- 推動客戶深耕/拓展及提升收益策略
- 進階預算編列(Excel)及策略簡報(PPT)製作經驗
- 流利英文書寫
- 業務端經驗(i.e. ARM) 中小企業產品 (信保基金) 經驗尤佳
- 企業存款/外匯經驗尤佳

Apply now to join the Bank for those with big career ambitions.