

JOB TITLE: Growth Support Officer

LOCATION: Lagos

LINE SUPERVISOR:
Head, Growth

JOB SUMMARY

This position requires a strategic thinker, with excellent problem-solving skills and a passion for innovation, and the ability to collaborate across multiple team to deliver high-impact, market-leading financial products to drive market growth. The Growth Officer role focus on driving growth and market expansion by identifying product growth opportunities and executing growth initiatives to acquire and retain customers

SCOPE AND IMPACT

This position significantly influences the effectiveness of our product portfolio, drives competitive market positioning, and ensures organizational adaptability to evolving market dynamics. The role contributes to strategic decision-making, financial performance optimization, and proactive responses to customer needs

DUTIES & RESPONSIBILITIES
1. Target Market Strategy and Growth:

- Develop and execute growth strategies specific to target markets to achieve the desired growth objectives and set KPIs
- Oversee the entire growth strategy, coordinating with various internal and external stakeholders in driving the target market growth
- Responsible for identifying growth opportunities and implementing strategies to capitalize on them
- Utilize data-driven insights to identify growth opportunities and optimize performance in the target market
- Analyze market trends and competitor strategies to identify growth opportunities and oversee the implementation of initiatives to drive the desired market growth
- Carry out product users' needs and to identify growth opportunities to drive performance improvements
- Design and implement metrics to monitor the success of processes, and refine the process on actual on-ground feedback from customers and other relevant stakeholders

- Define and implement innovative product positioning and differentiation strategies

2. Product Lifecycle Management:

- Manage the end-to-end product lifecycle, from conceptualization to retirement, ensuring maximum market relevance and profitability.
- Regular update of the Product Requirement Documents (PRDs) to adapt to changing market needs.
- Develop rigorous testing protocols to ensure quality assurance and market readiness.
- Formulate customer retention strategies to drive loyalty and enhance product lifecycle value.

3. Market, Data-Driven Analysis & Recommendations

- Analyze data on customer acquisition, retention, and revenue growth
- Develop data-driven recommendations for product improvements, new features, and marketing strategies
- Develop a deep understanding of the target market and customer segments
- Identify areas of opportunity for growth and optimization
- Analyze industry trends, competitors, and market gaps
- Conduct market research to identify the target audience, their needs, and pain points
- Analyze market trends, competitor activity, and customer feedback to inform product strategy and improvement.
- Build a competitive intelligence framework to track and respond to market changes
- Use predictive analytics to anticipate customer needs and evolving market demands

4. Effective Collaboration and Stakeholder Management

- Collaborate with the Offline Sales teams to expand product reach through effective recruitment and offline sales channel
- Gather continuous feedback from the offline Sales team on product performance to inform the development and align with market needs
- Support offline Sales Channels in developing and implementing effective go-to-market strategies
- Work closely with Business Operations to enhance processes, streamline product rollout, and increase operational efficiency

- Partner with the Business Operations team to track and refine operational metrics to improve product turnaround time
- Collaborate with Marketing & Communication teams to optimize marketing content, campaigns, and audience targeting
- Align marketing strategies with product goals to maximize reach and customer engagement
- Collaborate with other relevant stakeholders to develop and improve on the existing products

5. Product Channels Optimization

- Develop and implement initiatives to introduce new viable channels for product adoption.
- Identify pain points and areas for process improvement in existing channels.
- Collaborate with cross-functional teams to source and partner with third-party vendors to optimize product adoption channels.
- Ensure seamless integration of new channels with existing systems and processes.
- Continuously monitor and evaluate the performance of product adoption channels, identifying opportunities for further optimization and growth.

6. Digital Channel Development & Product Improvement

- Identify initiatives for product improvement through digital channel development, focusing on user experience.
- Leverage digital insights and customer feedback to adapt products, increasing accessibility and satisfaction.
- Monitor digital channel performance, making adjustments to boost adoption and customer engagement.

7. Regulatory Compliance & Risk Management

- Ensure all product strategies and offerings meet regulatory standards.
- Work with legal and compliance teams to navigate industry standards and minimize risks.
- Monitor evolving regulatory requirements, adapting products to maintain compliance.
- Conduct regular audits to proactively identify and address compliance risks.

8. Any other task as assigned by the Line Manager

QUALIFICATIONS/REQUIREMENTS

- Bachelor's degree in Finance, Business, or a related field.
- No Prior experience in product management is required. Experience in Product Management is an added advantage
- Excellent Analytical strategic thinking, and problem-solving skills.
- A desire to understand consumer behavior and mindset
- Curious about metrics, execution processes, and keeping an eye out for details
- Exceptional communication and interpersonal skills to collaborate effectively with diverse stakeholders.
- Proven ability to manage multiple projects simultaneously and meet tight deadlines
- Familiarity with agile development methodologies is an advantage.

KEY PERFORMANCE INDICATORS

- **Market Growth Rate:**
- **Sales Revenue Increase:**
- **Product Penetration Rate:**
- **Customer Acquisition Cost (CAC):**
- **Customer Retention Rate:**
- **Digital Channel Adoption Rate:**
- **Process Improvement Metrics:**
- **Revenue Growth:**
- **Forecast Accuracy:**
- **Customer Satisfaction:**

Skills/Competencies

- Finance skills: a deep understanding of the financial markets, investment products, industry trends and investment strategies.
- Analytical skills: ability to analyze customer and market data, conduct quantitative analysis on investment portfolio, assess product profitability, and identify opportunities for product optimization that impact customer acquisition, retention, and lifetime value.
- Product Strategy: Develop and execute product strategies that impact product positioning, differentiation, and competitive advantages.
- Communication, stakeholder management, and negotiation skills: the ability to communicate effectively with stakeholders at all levels, present concepts and strategies and obtain stakeholder buy-in with convincing presentations.
- Risk Management: the ability to understand and mitigate risk factors associated with investment product development, ensuring compliance with regulations governing investment activities.
- Product lifecycle management: including new products and features development, prioritization of features and enhancements, and roadmap planning.
- Client engagement: understand target customer segments and define personas, ability to sift through customer feedback to identify pain points, and test assumptions to ensure product market fit and customer satisfaction.
- Project management skills: the ability to oversee initiatives from ideation to launch, define project timelines, align resource allocations, and coordinate project teams to ensure on-time delivery.
- Spreadsheet skills: proficiency in using spreadsheets for financial modeling and analysis.
- Product design thinking skills: ability to interpret product ideas in wireframe designs that display customer empathy and enhance stakeholder understanding of product concepts.

Job Knowledge

- Ability to manage stakeholders
- Ability to work independently and effectively in a team environment
- Excellent analytical, decision-making, and problem-solving skills
- Attention to accuracy and detail required
- Critical thinking and problem-resolution skills
- Must be technologically savvy
- Excellent organizational, planning, verbal, and written communication skills
- Competence to analyze financial and non-financial data
- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form
- Ability to effectively exchange information, in verbal or written form, by sharing ideas, reporting facts and other information, responding to questions, and employing active listening techniques
- Excellent knowledge and use of existing software packages (Power BI and Microsoft Excel)