

JOB DESCRIPTION
DIVISION / GROUP : CONSUMER CREDIT GROUP

Position Title	: Senior Executive 2	Report To Position Title	: 60 - Manager 2
Salary Grade	: 40	Employment Type	: Permanent
Department / Section / Unit	: MARKETING & BUSINESS DEVELOPMENT / PERSONAL FINANCING / PERSONAL FINANCING		
HQ / Branch	: MENARA OLYMPIA		

MAIN PURPOSE OF JOB

- Assist in planning and developing Personal Financing product enhancement and new product development for Marketing and Business Development department.
- Assist in performing for all analysis, write-up and development of proposals, presentations, approval, workflow and policies for products within Marketing and Business Development department.
- Assist in analysing market performance; identify new area of business expansion.

PRINCIPLE RESPONSIBILITIES & DUTIES

- To ensure confidentiality, integrity & availability of all AEON's information assets are protected.
- To report promptly any breach of law, regulation, the company's code of conduct or other company policies and guidelines to immediate superior.
- To promote environment preservation awareness and to participate in AEON environment management activities
- To understand each department standardization operation procedure & manage the compliance
- To assist in planning department's 6 month planning in advance & continuously update 6 months planning on monthly basis
- To assist in strategizing, implement and carry out the action plan accordingly
- Assisting guideline and operational procedures are in compliance.

ACCOUNTABILITIES

- To ensure confidentiality, integrity, availability of all AEON's information assets are protected.
- To report promptly any breach of law, regulation, the company's code of conduct or other company policies and guidelines.
- To promote environmental preservation awareness and to participate in AEON environmental activities.
- To assist in ensuring zero non-compliance in each department standard operation procedure within their scope of management
- To assist in ensuring zero wastage & redundant process that process that will incur additional expenses
- To ensure that the confidentiality, integrity & availability on all AEON's information assets are protected
- To ensure that AEON quality policy is support by department's objective

DELIVERABLES

- To assist in creating new businesses for Marketing and Business Development department and company's sales growth through development of new products and new channels.
- To work with departments under CCG to create / coach / train up strong sales team personnel with excellent product knowledge to execute sales plan. (Which include all related personnel from all current and future channels)

FINANCIAL RESPONSIBILITY & AUTHORITY

- To ensure all responsibilities and authorities are aligned with the authorization code.
- To assist control and justify all expenses at department and practice austerity measures to reduce on overhead cost

RELATIONSHIPS & CONTACTS OF THE JOB TO OTHER JOBS

- Relationship within Business Group;
- Reports to: Head of Marketing & Business Development.
 - Peers: Business Strategy Manager, Credit card Unit, CCG Compliance, AB Point card unit, SSU Unit, Telemarketing Manager, PF Training Manager, PF Sales Manager (Regions).
- Relationship with other departments;
- ITG, CPM, CAD, A&P, CSU, LEGAL, PD, QIM, RISK, FIN, CCD, RSD

MINIMUM JOB REQUIREMENTS (EDUCATION & EXPERIENCE)

- Preferred Degree/Diploma/ Advance Diploma in Marketing/Business Management/ Mass Communication.
- Minimum 1-2 years of working experience preferably in Product Development or Marketing from financial institution and/or with Personal Financing knowledge.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

- Knowledge in PC and proficiency in MS Office: Power point, Excel & Word
- Knowledge in backend system
- Possesses excellent communication skills, both verbal and written
- Strong analytical, presentation and negotiation skills.

JOB COMPETENCY REQUIREMENTS

- Passionate for marketing and business development
- Ability to assist in providing rational solutions and corrective measures
- Ability to adapt to changes and identify room for improvement for product and organization
- Able to interact with internal and external parties
- Result oriented.

ESSENTIAL / DESIRABLE PERSONALITY ATTRIBUTES / QUALITIES / TRAITS

- Excellent interpersonal skills
- Able to work with minimum supervision, multi-tasking, and good team player
- Communicate effectively to various groups of people, polite pleasant personality
- Must possess positive thinking and passion for the work, company and customer satisfaction

PREPARED BY

APPROVED BY (HOD/HOG/BRANCH MANAGER/DIVISION HEAD)

Name : Sarvindran Nair A/L Krishnan Kutty HQ-CCG-PF)

Name : Reynuhadevi A/P Ramachandran (HQ-CCG-INS)

Position Title : Senior Officer II

Position Title : Manager

Date : 10 Apr 2015

Date : 16 Apr 2015