



AEON CREDIT SERVICE (M) BHD (412767-V)

**JOB DESCRIPTION****DIVISION / GROUP:** Consumer Credit Group

<p><u>Position Title</u> : Senior Officer II, Personal Financing, Marketing and Business Development</p> <p><u>Salary Grade</u> : 40/45</p> <p><u>Department / Section / Unit</u> : Marketing and Business Development</p> <p><u>HQ / Branch</u> : Menara Olympia</p> <p><u>Employment Type ( Please tick )</u> :</p> <p>Permanent <input type="checkbox"/> Contract <input type="checkbox"/> ___ months</p>	<p><u>Reports to</u> : Marketing &amp; Business Development Manager</p> <hr/> <p><u>No of Subordinates Supervised</u> : 0</p>
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**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 analyzing market performance; identify new area of business expansion.

**PRINCIPAL 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 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 table
- 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**

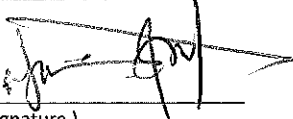
- Knowledge in PC and proficiency in MS Office: Power point, Excel & Word
- Knowledge in backend system
- Possesses excellent communication skills, both verbal and written
- Strong analytical, presentation and negotiation skills.

**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 :**

(Signature )

Name : Sarvindran Nair A/L Krishnan Kutty

Position Title : Senior Officer II, Personal Financing

Marketing and Business Development - CCG

Date : 05 March 2015

**APPROVED BY ( HOD / HOG / BRANCH MANAGER / DIVISON HEAD) :**

(Signature )

Name : Abhirami Laxmi D/O Raman

Position Title : Head Marketing and Business Development -CCG

Date : 05 March 2015