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CLOSED: FIAKS-August-01-2018/Product & Channel Manager – NRI/IDFC Bank

Valid through
August 1, 2018

Description

Job Location
Bandra Kurla Complex, Mumbai

Date posted
July 31, 2018

Job Title: Product & Channel Manager – NRI Banking & Remittances

Experience (Min to Max): 4 to 8 years (flexible for right candidate)

Location: Mumbai

Responsibilities

Job Description

- Drive existing channels to acquire NRI customers – Digital Channels + Branches (natural market, open market activities, references from Internal sources)
- Co-ordinate with channels to ensure pipeline of activities/ promotions at local level
- Work with Digital Marketing team on media campaigns to generate leads & track productivity, spends etc.

- Provide inputs post discussion with Risk, Compliance & Product Head for all processes at branches & operations
- Assist in issue resolution of customer / front end / ops queries
- Drive FTNR/ error free account opening, improve validations in online account opening to reduce errors
- Own the NRI Product & Customer proposition
- Drive key NRI metrics – Leads, Acquisition, CASA Balance & Remittance throughput
- Remittances – Drive remittances through online & offline channels.

Qualifications

Educational Qualifications: Tier I/II MBA; Graduate/Postgraduate with relevant work experience

An Ideal Candidate should possess

- Relevant central function/ channel sales experience in NRI and/or remittances
- Ability to engage & drive channels
- Experience in marketing promotions
- Strong focus on service delivery
- Execution oriented, i.e. driven to achieve results
- Functional understanding of NRI business & regulatory environment