



<https://fiaks.com/jobspage/fiaks-august-01-2018-product-channel-manager-nri-idfc-bank/>

**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