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

# CLOSED: FIAKS-Auqust-01-2018/Product \& Channel Manager - NRI/IDFC Bank 

## Description

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.
Responsibilies
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Valid through
August 1, 2018

## Job Location

Bandra Kurla Complex, Mumbai

Date posted
July 31, 2018

- $\quad$ 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
- $\quad$ Ability to engage \& drive channels
- Experience in marketing promotions
- $\quad$ Strong focus on service delivery
- Execution oriented, i.e. driven to achieve results
- Functional understanding of NRI business \& regulatory environment

