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## JOB VACANCY- 1 POSITION

### ABOUT US:

Tanzania Commercial Bank is a Bank that provides competitive financial services to our customers and creates value for our stakeholders through innovative products with a vision "to be the leading bank in Tanzania in the provision of affordable, accessible and convenient financial services". As part of organizational development and management of its human capital in an effective way, Tanzania Commercial Bank commits itself towards attaining, retaining and developing the highly capable and qualified workforce for Tanzania Commercial Bank betterment and the Nation at large.

Position:	Principal Relationship Officer (Digital Usage and Retention)
Department:	Digital & innovation
Reports to:	Manager Digital & Innovation
Location:	Head Office- Dar es Salaam

### POSITION OBJECTIVE

The Principal Relationship Officer (Digital Usage and Retention) is responsible for developing and implementing strategies to increase the adoption, engagement, and retention of TCB bank's digital banking products. This role will focus on understanding customer behaviors, identifying opportunities for improvement, and executing initiatives to drive digital adoption, enhance customer experience and loyalty.

### KEY RESPONSIBILITIES

- i. Strategy Development: Develop and execute strategies to drive the usage and retention of digital banking products, including mobile banking apps, Internet banking, and other digital services.
- ii. Customer Insights: Analyze customer data to understand usage patterns, identify pain points, and segment customers for targeted campaigns.

- iii. Retention Programs: Design and implement retention programs and campaigns to reduce churn and increase customer lifetime value.
- iv. Product Enhancement: Collaborate with product management and IT teams to recommend and prioritize enhancements to digital banking products based on customer feedback and usage data.
- v. Marketing Collaboration: Work closely with the marketing team to develop and execute promotional campaigns aimed at increasing product adoption and usage.
- vi. Performance Tracking: Establish metrics and KPIs to measure the effectiveness of usage and retention initiatives. Regularly report on performance and use insights to optimize strategies.
- vii. Customer Support: Partner with customer service teams to ensure high-quality support for digital banking users and address any issues that may affect retention.
- viii. Training and Education: Develop educational materials and programs to help customers fully utilize digital banking products.

### **QUALIFICATIONS, SKILLS & EXPERIENCE**

Holder of Master's Degree in one of the following fields; Business Administration, Innovation Management, Arts in Design, Arts in Digital Media, Arts in Graphics Design, Marketing, Computer Science, Electronic Science & Communication or equivalent qualifications from recognized institutions. Must have working experience of at least thirteen (13) years in related fields, knowledge and skills on the following;

- Digital Banking, Product Management, Customer Retention
- Strong analytical skills with the ability to interpret data and make data-driven decisions.
- Excellent communication and interpersonal skills.
- Proven ability to develop and execute successful customer retention programs.
- Knowledge of digital banking products and trends.
- Experience with CRM software and customer segmentation techniques.
- Strong project management skills and the ability to manage multiple initiatives simultaneously.

### **PERSONAL ATTRIBUTES AND BEHAVIOURAL COMPETENCIES**

- Ability to demonstrate Tanzania Commercial Bank core values: - Customer Focus, trustworthy, Creativity, Teamwork and Excellence

- Ability to priorities work and to meet deadlines.
- Ability to work quickly, accurately and consistently when under pressure.
- A methodical and well-organized approach to work.
- Mature and able to work in a confidential environment.
- Has sound judgment, common sense and good humor

The position will attract competitive salary packages and benefits.

**Applicants are invited to submit their resume via the following link:-**

<https://www.tcbbank.co.tz/careers> applications via other methods will not be considered. Applicants need to fill their personal information, academic certificates, work experiences, and application letter. Other credentials will be submitted during the interview for authentic check and administrative measures.

Tanzania Commercial Bank has a strong commitment to environmental, health and safety management. Late applications will not be considered. Short listed candidates may be subjected to any of the following: a security clearance; a competency assessment and physical capability assessment.

**Deadline of the Application is 3<sup>rd</sup> September, 2024.**