

<b>Job Title</b>	<b>Head of Business Development, Liability Management and Marketing</b>
<b>Job Grade</b>	<b>DBK 2</b>
<b>Duty Station</b>	<b>Head Office</b>
<b>Supervisor</b>	<b>Chief Executive</b>
<b>Terms of Service</b>	<b>Contract – 5 years (Renewable once)</b>

### **Job Purpose**

To provide strategic leadership in business development in line with the bank's overall strategy position. The position will be responsible for product development, business banking, alternative channels, marketing, and liability management. The position works to improve profitability through careful strategic planning, exploring business opportunities, and positioning in the appropriate markets.

### **Job Specification**

1. Developing, reviewing, and implementing business development, liability management, and customer management policies, programs, and strategies.
2. Coordinating bank marketing strategy, liability management, and the implementation of annual plans and budgets.
3. Lead generation and growth of the loan, advances, and liabilities portfolio for existing customers and development of new markets.
4. Developing target market selection framework.
5. Managing relationships and networks with business partners and stakeholders. This entails organizing for visits, meetings, and other forums.
6. Ensure cross-selling of bank products to existing and new clients and, in the process, maintain effective liaison with all relevant business units in the bank.
7. Drive end-to-end product management life cycle.
8. Coordinating the development of suitable products and coordinating the development of suitable products.
9. Identify new business development strategy to build and strengthen the bank's portfolio.
10. Identify new business opportunities for the bank, including new markets, growth areas, trends, products, and services.
11. Planning and executing business and product promotional strategies.
12. Creating and managing key strategic partnerships.
13. Overseeing market intelligence and research to identify potential customers.
14. Any other duties that may be assigned from time to time.

### **Person Specification**

1. Bachelor's degree in Actuarial Science, Commerce, Economics, Business Administration, Finance, or in a related field from a recognized institution.
2. Master's degree in Business Administration, Finance, or any other related course or equivalent qualification from a recognized institution is an added advantage.
3. Registration by any of the following recognized professional bodies: - Associate of the Kenya Institute of Bankers, Marketing Society of Kenya, Institute of Certified Public Accountants, Financial Markets Association, or any other equivalent.

4. At least twelve (12) years' relevant work experience, eight (8) of which must have been in a senior management role.
5. Detailed and up-to-date understanding of the banking industry, cutting across all departments,
6. Experience in leading a business development team.
7. Excellent communication and interpersonal skills.
8. Competitor analysis to better strategize for business development.
9. Leadership courses from recognized institutions.
10. Proficiency in computer applications,
11. Demonstrated results in work performance; and
12. Fulfills the requirements of Chapter Six of the Constitution.

### **To Apply**

Interested candidates who meet the criteria above are encouraged to apply, enclosing copies of their academic and professional certificates, a detailed CV indicating work experience, contacts, and addresses of 3 professionally relevant referees by close of business on the 5<sup>th</sup> of September 2025.

Kindly indicate the position and title on the subject line when applying for the job using the email [recruitment@devbank.com](mailto:recruitment@devbank.com). Only shortlisted candidates will be contacted.

DBK is an equal opportunity employer.