



Dutch-Bangla Bank

CAREER OPPORTUNITY

Dutch-Bangla Bank Limited, a reputed and leading joint-venture private commercial Bank is playing a vital role in mobile financial initiatives through its Mobile Financial Services namely Mobile Banking (ROCKET) & Agent Banking. To expand its Mobile Financial Services & Agent Banking activities throughout the country we are looking for competent and experienced professionals for the following positions under Financial Inclusion Policy.

SL	Positions	HR Designation	Educational Qualification	Maximum Age Limit	Minimum requirement of Experience*		
1	Regional Head (Mobile Banking & Agent Banking)	Regional Manager	Master Degree in any discipline with no 3rd Division/Class	42 years	9 years of professional experience of which at least 1 year experience as Senior Area Manager/ Area Manager/ Equivalent position in a relevant field.		
2	Regional Head (Mobile Banking- ROCKET)				a. Product Development & Portfolio Management	b. Brand Promotion & Trade Marketing	9 years of professional experience of which at least 1 year experience in a managerial position & relevant field.

* The experience should be in the field of Sales/Distribution Channel/ Agent Banking/ Product Development/Portfolio Management/Brand Promotion/Trade Marketing in any Bank/Financial Institute/FMCG/Mobile Network operator/MFS Company or any reputed company which has country wide Sales & Distribution Channel/Business.

** Key responsibilities:

- **Regional Head:** Strategically plan the optimum utilization of distribution, ensure organizational sales target by forecasting and developing annual/monthly sales plan for respective region. Expansion of Agent Banking outlets within the assigned region. Identify & develop the new business for Agent Banking in the assigned region. Understanding market intelligence, talking marketing & promotional activities.
- **Product Development & Portfolio Management:** Product development, Portfolio Management, Customer Loyalty Management, Campaign designing & Churn Management.
- **Brand Promotion & Trade Marketing:** Develop Rocket Brand Strategy, Prepare Communication Channels, Make ATL & BTL Promotions and Conduct Market Research.

Salary: Negotiable. All other permissible facilities will also be entitled as per Financial Inclusion Policy of the Bank.

The candidate should be a Bangladeshi National, Computer literate, must have good interpersonal skill & have to be presentable. Selected candidate will be posted anywhere in Bangladesh.

Eligible and interested candidates are requested to apply online along with a recent photograph, NID, all academic certificates and all the experience Certificate/ Released Order to http://app.dutchbanglabank.com/Online_Job latest by **August 12, 2021**.

Eligible candidate can apply for only one of the above mentioned positions and if any duplication found, candidature of the applicant for all posts will be cancelled without assigning any reason. No direct application will be accepted. Only short listed candidates will be called for written test/Viva-Voce. The Bank reserves the right to accept or reject any or all applications.