



JOB DESCRIPTION

Position : Head -Marketing Corporate

Department : Marketing (Corporate)

Basic Function

To build business relationship with corporate clients and expand the revenue and market share of the company in the Sultanate of Oman.

Principal Accountabilities

- Identify the corporate / Mid Corporate & SME customers of various sectors and special emphasis on Blue Ocean Strategy of the company.
- Send out introduction letters and other communication to Corporate / Mid Corporate and SME customers (existing and new)
- Visiting potential customers and marketing the company's various Corporate products
- Build strong relationship with various dealerships dealing with Heavy equipments and vehicles
- Support and follow up with the customers and the internal departments on the proposals till the disbursement is made to the customers
- Develop long term relationship adding value to the customers – Corporate / Mid Corporate and SME customers.
- Closely interact with Credit department with regard to queries raised on credit proposals.
- Presenting the corporate credit proposals with the concerned Relationship Manager in the Management Committee and organizing Management committee meetings with regard to approvals of credit proposals on a weekly basis.
- Preparation and analysis of credit proposals and obtaining approvals from the Management Committee, Executive Nomination & Remuneration Committee and The Board
- Handling a team of Unit Heads and Relationship Managers & Officers

- Follow-up on customers' requests and complaints and keeping the Management Committee informed on market updates and trends
- Follow-up on receivable and other periodical financial statements from Corporate customers
- Site visits and preparation of call reports thereafter
- Preparation of Monthly sales reports.

Qualification & Experience required

- MBA in Marketing / Finance with 10 to 15 years of experience in any Bank or NBFC in Oman and having the experience of handling a team size of 5 and above.