Branch Business Manager

Sales / Marketing/Relationship Management/ Business Development

Job Summary

Ed Partners Africa (EPA) is seeking an influential and results-oriented Branch Business Manager to lead our team in **Nyeri & Meru** Branches. In this role, you will drive business growth within the education financing domain, leveraging your exceptional leadership skills and industry expertise to influence performance and achieve targets. This position offers a unique opportunity to make a significant impact on our mission of democratizing quality education for all.

Critical Deliverables /Core Accountabilities and Responsibilities

- Implement the branch sales and distribution strategy and execution to drive growth and profitability.
- Ensure all complaints for both internal and external customers from the region are resolved timely.
- Lead and monitor performance of all resources in the branch business vertical
- Formulates and aligns the branch business strategy to the country's strategic plan.
- Ensures all internal policies, standards and procedures are adhered to by all branch staff.
- Ensures the achievement of the branch & spokes budgets, portfolio targets and strategic plans
- Recommend developing operational policies, procedures, and products and services according to market requirements; stay up to date on relevant market developments and trends.
- Portfolio Quality Management to ensure quality portfolio growth and strong risk management ethos adherence to company policies and procedures.
- Reporting: preparation of regular business reports as required & submission

Required Competencies for the role

- Strong Analytical Skills for Small & Medium Enterprise lending with demonstrated experience in private sector education financing
- Strong Negotiator with demonstrated ability to close deals

- Ability to Establish and implement systems for ensuring timely and efficient follow-up of delinquent accounts
- Understanding of the market and demonstrated ability to convert the knowledge into business.
- Fostering Clients Relationship -Apply best-supported methods for establishing rapport with specific clients.
- Business acumen-Leverage own organization's core values, goals and objectives in the creation of solutions
- People Management- Creates a positive environment that fosters acceptance and tolerance, and in which all employees work hard, contribute ideas and feel free to ask for help

Key Performance Indicators

- Timeous Resolution of queries/complaints
- Customer satisfaction with products & services
- Retain and Grow customer Base
- Retain and grow assets/Loan Book
- Product sales
- Portfolio Quality management
- Social Impact

Requirements

Education

- University Degree from a recognized university in a business-related field
- Professional Accounting course qualification –Added advantage.

Experience

- Minimum of 7 years of high-performance sales experience in Financial Services, Microfinance, SME environment with strong focus in Education Finance solutions. A minimum of 3 years in Branch management

Knowledge

- Strong understanding of customer insights and analytics
- Understanding product and customer lifecycle and management

Skills

- Integrity and ethical standards
- Excellent communication skills
- Organisational and planning skills
- Analytical skills, good judgment and decision-making ability to interpret businesses' sales performance and market information.
- Ability to identify risks and work on mitigating the risks. Multidisciplinary disposition.

ABOUT US

Ed Partners Africa is a leading non-banking financial institution committed to revolutionizing the education sector. We partner with private primary & high schools as well as technical & vocational institutions in offering innovative financial solutions to enhance accessibility and elevate the quality of education.