

Maisha Bora Sacco Ltd

<https://maishaborasacco.com/job/business-development-customer-experience-manager/>

BUSINESS DEVELOPMENT AND CUSTOMER EXPERIENCE MANAGER

Employment Type

Full-time

Description

BUSINESS DEVELOPMENT & CUSTOMER EXPERIENCE MANAGER

Date posted

November 18, 2024

Valid through

02.12.2024

Maisha Bora Sacco Limited is looking for a self-driven and results-oriented person to fill the position of **Business Development & Customer Experience Manager**.

Job Purpose: Reporting directly to the C.E.O, the **Business Development and Customer Experience Manager** will play a pivotal role in driving strategic growth and elevating customer satisfaction across both branches. He / She will lead a dedicated team to proactively identify and capitalize on new business opportunities, nurture client relationships, and ensure an outstanding customer experience that aligns with the organization's mission and standards. This multifaceted role encompasses strategic planning, team leadership, and cross-departmental collaboration to effectively promote products and services while fostering a culture of excellence.

Key Responsibilities:

Business Development:

- Conduct thorough market research to identify emerging trends, potential markets, and partnership opportunities. Evaluate competitive landscapes to inform strategic decisions
- Develop and implement strategies for generating leads, including networking, attending industry events, and leveraging digital marketing
- Establish and nurture relationships with potential partners, stakeholders, and community organizations to enhance business reach and impact
- Collaborate with sales teams to create effective sales strategies, including pricing models and promotional campaigns tailored to target segments
- Oversee the negotiation and execution of contracts and agreements that align with Sacco's strategic objectives

Customer Experience Management:

- Develop and implement customer experience initiatives that enhance engagement, loyalty, and overall satisfaction. Ensure that customer touchpoints are seamless and efficient
- Utilize customer feedback, surveys, and data analytics to gain insights into customer satisfaction and areas for improvement
- Act as a point of escalation for customer issues and work cross-functionally to resolve complaints promptly and effectively

Sacco Member Education:

- Lead the development and implementation of member education programs aimed at improving financial literacy and enhancing members' understanding of the Sacco's products, services, and benefits.
- Collaborate with the training team to deliver educational workshops,

webinars, and materials to ensure that members are empowered to make informed financial decisions.

- Foster a culture of financial empowerment within the Sacco, providing members with the tools and knowledge to maximize their benefits from Sacco membership.
- Monitor and evaluate the effectiveness of member education programs, using feedback and performance data to continuously improve educational initiatives.

Strategic Planning:

- Define and monitor key performance indicators (KPIs) related to business growth and customer satisfaction. Prepare regular reports to track progress and identify areas for further action
- Work with senior leadership to establish measurable business development and customer experience objectives that align with Sacco's mission and vision
- Assist in the development of marketing and communication strategies to strengthen Sacco's brand positioning in the market

Budget and Resource Management:

- Contribute to the budgeting process for business development and customer experience initiatives. Monitor expenditures and optimize resource allocation for maximum impact
- Evaluate the effectiveness of business development and customer experience initiatives, ensuring that they provide a positive return on investment

Team Leadership and Collaboration:

- Work closely with marketing, sales, product development, and operations teams to create a unified approach to business development and customer experience
- Mentor and train team members on best practices in customer engagement and business development strategies. Foster a culture of continuous improvement and innovation
- Lead cross-functional projects aimed at enhancing customer experiences or exploring new business avenues, ensuring timely execution and alignment with company goals

Other duties:

Perform any other duty as may be assigned from time to time

Job Specifications:

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1. Education

1. Bachelor's degree in Business Administration, Marketing, or a related field
2. MBA or equivalent advanced degree preferred

1. Minimum Experience

1. Minimum of 7 years of experience in business development, sales, or customer experience management, preferably in the financial services or cooperative sector
2. Proven experience in a managerial role within the financial services industry, preferably in a SACCO or banking environment

1. **Competencies and Desired Attributes**

1. Strong analytical skills with the ability to synthesize complex data into actionable strategies
 2. Excellent verbal and written communication skills; adept at presenting to diverse audiences
- Proven ability to build and maintain relationships with a variety of stakeholders
1. Proficiency in CRM systems, data analysis tools, and customer feedback platforms
 2. Knowledge of customer experience frameworks and methodologies

How to apply:

Interested candidates who meet the qualifications should submit their application letter, detailed Curriculum Vitae, copies of academic and professional certificates, and at least three professional references to:

The Chief Executive Officer

Maisha Bora SACCO Society Ltd.

P.O. Box 72713 – 00200, Nairobi

[CLICK HERE](#) to submit your application

Application Deadline: Monday, 2nd December, 5:00 PM.

Note: Only shortlisted candidates will be contacted.

Equal Opportunity Employer:

Maisha Bora Sacco is an equal opportunity employer. We promote diversity and are committed to creating an inclusive work environment. All applications are reviewed based on business needs, job requirements, and individual qualifications, without discrimination on the basis of origin, age, gender, sexual orientation, religion, marital status, health, disability, political opinion, union involvement, or citizenship.

Tuungane kwa Maisha Bora.

