

ASSISTANT PRODUCT MANAGER -APMR/2025

REPORTING TO: SENIOR MANAGER, PRODUCT DEVELOPMENT (PRODUCT MANAGER)

Job Purpose: Develop and deliver the strategy and roadmap for the assigned products or portfolio of products/CVPs

Key Responsibilities:

1. Product Portfolio Management - 50%

- Product performance monitoring and continuous evaluation of assigned products/CVPs for relevance and viability – sales, revenue, operations and other relevant measures
- Carrying out market research for new products and/or improvement of existing ones including upgrades and customization
- Regular competitor analysis for the assigned product or portfolio of products
- Drive revenue/profitability optimization initiatives for the assigned product or portfolio of products in partnership with the business team
- Working with the business teams to deepen product quality, develop new products and improve existing offerings - (Product Lifecycle Management)

2. Service Delivery – 15%

- Develop customer lifecycle management framework for the product or assigned portfolio of products
- Develop customer satisfaction scorecards for the product or portfolio of products defining the acceptable service standards
- Annual customer satisfaction surveys for the assigned product or portfolio of products
- Management and fostering of cross functional internal relationships and relevant external partnerships

3. Governance – 10%

- Ensure the implementation and regular review of product/CVP guides for the assigned product or portfolio of products
- Maintain a documentary inventory of the assigned product or portfolio of products – policies, process maps, business cases, regulatory approvals and any other relevant governance documentation
- Carry out periodic risk and compliance reviews to ensure compliance with internal policies and regulatory guidelines

4. Training and Product Advocacy – 25%

- Develop annual marketing/communication plan for the assigned product or portfolio of products/CVPs including regular sales and marketing campaigns
- Actively participate in product launches in tandem with the marketing/communications team and provide post-launch support to the business including product reviews

- Develop and update relevant collaterals for the product or portfolio of products assigned – including but not limited to fliers, posters, application forms and emailers
- Develop a quarterly training plan in concert with the business for the assigned product or portfolio of products

Qualifications & Experience:

- Bachelor's degree in commerce, business administration, marketing, or related field
- Five years (5) relevant work experience in product management /retail banking/commercial banking/payments/banking operations or relevant field
- Demonstrated ability to develop business cases and experience in product launches
- Experience within financial services industry with a broad understanding of the products of a typical commercial bank and key drivers of value

Key Competencies:

- Excellent interpersonal and people engagement skills
- Business analysis skills
- Communication and influencing skills
- Adaptability and ability to work in fluid environment

ALL applicants **MUST** apply online to email: recruitment@familybank.co.ke; closing date is **4th October 2025**. Canvassing will automatically disqualify the candidate. Only shortlisted candidates will be contacted.

“We are an equal opportunity employer”