

UNIT LEAD – DIGITAL FINANCIAL SERVICES-ULDF25/2025

REPORTING TO: MANAGER, DIGITAL FINANCIAL SERVICES (DFS) SALES

Job Purpose: The Unit Lead – Digital Financial Services (DFS) will be responsible for providing leadership, strategic direction, and operational oversight to the Digital Channel Officers (DCOs). The role ensures effective execution of sales strategies, relationship management, and channel optimization to drive adoption and growth of the Bank's digital financial products and services.

Key Responsibilities:

- Supervise and provide guidance to Digital Channel Officers (DCOs) on prospecting, onboarding, and relationship management to drive uptake of digital banking products and services.
- Coach, mentor, and support DCOs to achieve performance excellence, set priorities, and attain career development goals.
- Collaborate with the Marketing and Branch teams to implement targeted campaigns that drive digital adoption in specific geographic areas.
- Develop and share effective route plans in consultation with the Manager – DFS Sales, Branch Managers and Area Managers.
- Identify and address training needs to ensure consistent product knowledge across the DFS sales force.
- Strengthen customer relationships by identifying opportunities for cross-selling and up-selling digital products and services.
- In collaboration with Branch Managers and Area Managers, identify, develop, and drive strategic and institutional partnerships that enhance the Bank's digital ecosystem, strengthen value propositions, and support growth of DFS adoption and usage.
- Develop and standardize scripts and sales pitches for DCOs to enhance consistency in client engagement, upselling, and awareness of new offerings.
- Drive achievement of annual DFS sales targets across the Bank's branch network in collaboration with DFS and Branch teams.
- Partner with Digital Business stakeholders to design and implement initiatives that increase usage and sales through digital channels.
- Provide timely and accurate performance and progress reports to the Manager – DFS Sales.
- Support Branch teams, agents, and merchants with training on product knowledge, operational excellence, and regulatory compliance, including AML/CFT awareness.
- Drive DFS product uptake within branches and regions in line with agreed KPIs.
- Ensure proper branding visibility and compliance for Family Bank agents and merchants.
- Champion the migration of at least 90% of transactions to digital channels.
- Undertake any other duties as may be assigned by the Manager – DFS Sales, Head of DFS, Channel Managers, or Area Manager.

Qualifications & Experience:

- A Bachelor's degree in Business, Finance, Marketing, or a related field.
- A Master's degree (MBA or equivalent) in a business-related discipline will be an added advantage.
- At least 2–3 years' proven experience in Digital Financial Services, payments, or related roles.
- Solid exposure to digital channel processes, procedures, and compliance requirements (mandatory).
- Demonstrated ability to drive the sales cycle from strategy to closure, leveraging cross-functional collaboration.
- Proven experience in team leadership, sales management, and delivery of client-focused solutions.
- Strong analytical skills with proficiency in data analysis, performance tracking, and reporting.

Key Competencies:

- In-depth knowledge of the Banking Act, Central Bank of Kenya (CBK) prudential guidelines, and compliance standards.
- Exceptional leadership, people management, and team motivation skills.
- Ability to work effectively across regions and diverse teams.
- Strong relationship-building and stakeholder management capabilities.
- Excellent negotiation, communication, and interpersonal skills.
- High levels of professionalism, integrity, and ethical standards.
- Ability to thrive in dynamic environments and adapt to evolving business needs.

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”