

## **RELATIONSHIP MANAGER – YOUTH & MDOSI JUNIOR BANKING**

We are seeking a highly motivated and results-driven Relationship Manager to join our women banking team. The ideal candidate will be responsible for fostering financial inclusion, building and managing strong relationships with youth, driving business growth, and ensuring optimal client acquisition, retention, and revenue generation through the sale of our Banking products.

### **Reporting To: Head of Women Banking**

**Job Purpose:** The Youth & Children Relationship Manager is responsible for acquiring, growing, and managing the Bank's youth and children customer segments. The role focuses on deepening financial inclusion, driving early-life customer onboarding, and building long-term brand affinity among young customers, parents, schools, and youth-focused institutions.

The position ensures seamless end-to-end customer experience across the youth and children ecosystem — including schools, parents, guardians, youth groups, academies, and partner organizations — while aligning with the Bank's enterprise growth strategy across retail, digital, and MSME segments.

### **Key Responsibilities:**

#### **Business Development & Revenue Growth:**

- Grow the Bank's market share within the youth and children ecosystem, including schools, parents, students, youth groups, academies, NGOs, and children-focused institutions.
- Lead acquisition initiatives for children and teen accounts, youth savings, digital banking adoption, and early financial education programs.
- Drive cross-selling opportunities across retail banking solutions for parents, guardians, school administrators, and youth entrepreneurs.
- Build sustainable relationships with key stakeholders including school heads, education bodies, churches, youth leaders, development partners, and community-based organizations.
- Support branches and regions in executing youth-focused campaigns, partnerships, and onboarding activities.
- Champion customer experience for the youth and children segment, ensuring smooth onboarding, activation, and usage of digital channels.
- Represent the department in relevant internal and external forums for youth and children.

#### **Operational Excellence & Controls**

- Ensure adherence to the Bank's Audit, Risk, and Compliance policies.
- Support regulatory compliance across youth and children onboarding processes.
- Identify and escalate operational, customer, or reputational risks through approved channels.
- Contribute to achieving acceptable rating in all audit reviews.

#### **Innovations & Customer experience**

- Collaborate with product and digital teams to design a competitive Customer Value Proposition (CVP) for children, teens, and youth.
- Enhance customer journeys and segment-specific touchpoints to improve engagement and retention.

- Develop and execute youth and children engagement programs, including financial literacy clubs, school outreach, parent forums, and youth empowerment workshops.
- Provide market intelligence and feedback to support product innovation and continuous service improvement.
- Train branch teams on youth and children propositions to ensure consistent market delivery.
- Leverage data and insights to improve customer journeys and refine segment strategies.

**Any other official duty that may be allocated by management from time to time.**

**The Person:**

The ideal candidate must possess the following:

**Qualifications/Experience:**

- Education: Bachelor's degree in finance, Banking, Business Administration, Economics, social sciences or related field. MBA or equivalent postgraduate qualification is an added advantage.
- Professional Qualifications: CPA, ACCA, CFA, or other relevant banking/finance certifications.
- Minimum 5-7 years in banking or financial services, with at least 3 years in relationship management for youth and children clients, MSMEs, or retail banking.
- Proven track record in portfolio growth, client acquisition, and relationship management.
- Experience in digital banking adoption, youth and children focused financial solutions is desirable.

**Technical Competencies:**

- Knowledge of youth and children banking products and financial literacy programs.
- Understanding of youth market ecosystems, including schools and youth-focused institutions.
- Familiarity with digital banking channels commonly used by youth.
- Strong business development and relationship management skills.
- Ability to plan and execute youth outreach and engagement activities.
- Analytical skills to track youth portfolio growth and segment performance.
- Basic understanding of compliance requirements for onboarding minors.

**Behavioral Competencies:**

- Results-oriented and target-driven
- Excellent interpersonal, communication, and negotiation skills
- Customer-centric with strong advisory capability
- Strategic thinking and problem-solving skills
- Leadership and mentoring abilities
- Adaptable, innovative, and resilient in a high-growth, transforming environment

ALL applicants MUST apply online to the email; [recruitment@familybank.co.ke](mailto:recruitment@familybank.co.ke); closing date is **12th May 2026**.  
Canvassing will automatically disqualify the candidate. Only shortlisted candidates will be contacted.

*"We are an equal opportunity employer"*