HEAD – WOMEN BANKING - HWB/11/2026

REPORTING TO: CHIEF RETAIL BANKING OFFICER

Job Purpose: The Head – Women Banking is responsible for Providing strategic leadership for the Women, Youth & Children Banking portfolio by setting segment vision, driving growth and profitability, strengthening financial and non-financial inclusion, and elevating customer experience across the bank network. The role owns the women, youth and children Customer Value Propositions (CVPs), portfolio quality, digital adoption, and ecosystem partnerships, ensuring the bank delivers scalable, digitally enabled, and risk managed solutions aligned to Tier 1 ambitions.

Key Responsibilities:

- Define and execute the Women, Youth & Children Banking strategy, including market segmentation, growth priorities, and annual business plans aligned to Retail Banking objectives.
- Set clear acquisition, balance sheet, and income targets; cascade to regions/branches and drive performance reviews, pipeline discipline, and corrective actions.
- Lead targeted growth initiatives (e.g., women entrepreneurs, youth accounts, junior savings) to deepen market share and improve profitability across all regions.
- Provide overall leadership on the end to end product lifecycle, from discovery, design, pricing, and policy/credit alignment to pilot, rollout, and post launch optimization.
- Build a high performing Women, Youth, and Children team with clear roles, goals, coaching, and career paths, fostering an inclusive, purpose driven culture.
- Represent the bank in Women, Youth, and Children forums with DFIs, NGOs, development partners, and industry associations to unlock funding, technical assistance, and program partnerships.
- Collaborate with public sector stakeholders on initiatives that advance women, youth, and children's financial inclusion Maintaining an updated Professional Indemnity Record
- Lead and maintain strategic, value-enhancing relationships with women entrepreneurs, youth-led enterprises, parents/guardians, associations, community leaders, and other key ecosystem partners Feedback to and from lawyers; and Stakeholder engagement.
- Lead the bank's non-financial services agenda for Women, Youth & Children by curating an annual calendar of capacity building programs (mentorship, business training, networking).
- Embed financial education and advisory to support informed decision making and sustainable inclusion outcomes
- Serve as the internal voice of the Women, Youth, and Children customers, influencing enterprise priorities and investments.

Qualifications & Experience:

- Education: Bachelor's degree in finance, Banking, Business Administration, Economics, or related field. Master's degree (MBA or equivalent) is an added advantage.
- Professional Qualifications: CPA, ACCA, CFA, or relevant certifications advantageous.

Experience:

- 10–12 years in banking or financial services, with at least 5 years in women banking, retail banking, or MSME leadership.
- Proven track record in growing a women-focused banking portfolio and driving financial inclusion.
- Experience in digital banking, product development, or women entrepreneurship initiatives is highly desirable.

ALL applicants **MUST** apply online to email: **recruitment@familybank.co.ke**; closing date is **30th November 2026**.Canvassing will automatically disqualify the candidate. Only shortlisted candidates will be contacted.

"We are an equal opportunity employer"