

BOBCARD is a wholly owned subsidiary of Bank of Baroda and a Non-Deposit Accepting Non-Banking Finance Company (NBFC). BOBCARD was established in the year 1994 to cater to the need of rapidly growing credit card industry in a focused manner. BOBCARD is one among the pioneers in Indian card market and was the first nonbanking company in India to issue credit cards.

Position	Acquisition Manager – Corporate Relationships And Corporate Credit Cards
Role & Responsibilities	<p>Key highlights of the role are listed below (Indicative and not exhaustive):</p> <p>This position is responsible for driving fresh acquisition, spends and portfolio enhancement business through</p> <ul style="list-style-type: none"> • Prospecting for new customers through existing distribution leads, cold calling and maximizing lead generation and corporate onboarding. • Timely execution of all sales activities – leads, campaigns, referrals & any self-generated leads etc. • Activation: Month on month activation and utilization of limits on the allocated portfolio of corporate cards. Ensuring consistency of spends. • Managing cordial relationship with corporate for deepening the relationship with corporate by acquiring more cards and additional limits with group companies/ sister concerns /vendors/suppliers and associates of the existing portfolio corporates. • Corporate Sales: Acquiring corporates through engaging CFS, Mid Corporate, MSME, Startups, IBBs, LFs and other channel partners etc. • Attrition Control: No or Minimal Attrition as per agreed standards and keeping the corporate engaged with BOBCARD. • Facilitating the acquisition of retail cards through unified team by creating avenues for lead generation and sourcing. • Supporting execution of awareness, marketing and promotion campaigns for corporate. • Tracking and reporting sales performance including pipeline, acquisition results and market conditions. • Keeping track of other Industry players and competition for state of art products, practices, new innovations and cautions. • Maintain cordial relations with all business partners for generation of leads / corporate activities. • Being up-to-date on product features, competition & trends in the credit card industry. • Ensure customer acquisition as per the sourcing mix and policy guidelines. • Keeping a check on all policy changes, marketing offers. Keeping communication flow of changes to distribution channels, unified team and acquisition managers. • Ensuring audit parameters are adhered to in line with existing policies. • Answerable for any relationship closure or dormancy for his/her portfolio. • Delivering presentations for monitoring & discussing monthly performance of sales and portfolio parameters. • Consistently growing portfolio and overachieving planned yearly business volumes. • Responsible for ensuring smooth execution of the national sales strategy of BOBCARD, keeping in mind its validity to the specific region. • Supporting collections if any. • Supporting seamless customer service. • Establish and manage strong business relationships with internal stakeholders (Risk, Credits, Back end, Product, Finance, etc.)

Job specific skills	Applicants should possess the following attributes: <ul style="list-style-type: none"> • Strong consumer financial services sales experience both with individual corporate sales experience and leading a team. • Team management experience will be a plus. • Excellent Inter personal and communication skills. Fluency in English (both written and spoken), conversant with the Regional Language apart from familiarity with Hindi language is must. • Excellent analyzing skills with proficiency in MS Office including excel and PowerPoint. • Preferably from Corporate Banking, relationship management, concept sales, IT corporate sales, Institutional ISP etc.
Educational Qualifications	<ul style="list-style-type: none"> • MBA, Graduate/Postgraduate
Minimum Experience	<ul style="list-style-type: none"> • 5+ year with Graduate Qualification preferably from Corporate & Institutional Banking sector companies of repute.
Location of posting	<ul style="list-style-type: none"> • Baroda, Ahmedabad, Jaipur, Delhi, Mumbai, Hyderabad, Bengaluru, Chennai. <p>The candidate may be deputed to work with the team(s) within the organization / parent organization / any subsidiary of the parent organization if and as deemed necessary. Candidate is liable to be transferred to any other location in India.</p>
Maximum Age on the last date of application	<ul style="list-style-type: none"> • 45 Years
Website	www.bobcard.co.in
Other Terms	<ul style="list-style-type: none"> • It may please be noted that company is not bound to call all the applicants for interview. Only shortlisted candidates will be called for selection procedure. • Canvassing, in any form, will result in disqualification of candidature. • In case of any modification in advertisement shall be updated only in Website. • The above recruitment may be scrapped at any stage of recruitment process without assigning any reasons. • Company may conduct background checks/CIBIL check at any stage of process and also call for current compensation detail/qualification documents/past employment proofs for conclusion of recruitment process.
Last Date for application	30th May 2024