



BANK OF AFRICA

BMCE GROUP 

WE ARE HIRING!!

JOB DESCRIPTION

Position : **Branch Performance & Sales Coordination**

Department : **Commercial Banking**

Reports to : **Head of Retail Banking**

Level : **Senior Manager**

Application Deadline : **9th June 2026**

All Applications should be sent through : **hr@boatanzania.co.tz**



Summary of Responsibilities :

Overall, in charge of branch sales performance, Digital sales, Balance sheet growth as well as maximizing revenues for retail segments both NFI and Funded to achieve overall Retail budget.

Key Responsibilities:

- Develop plans and strategies to expand the customer base, revenue and additional products or new agents for the purpose of boosting business.
- Responsible for all strategic development of retail banking segment, digital sales, Sales coordination, equipment rate, by ensuring all the target set are reached.

Key Responsibilities

- Driving and maximizing all income deriving from both Retail banking products and services in accordance with the approved budget.
- Translate corporate goals to department goals to also ensure each year the department is achieving its objectives.
- Take a leading role in driving retail activities, through networking and business clubs.
- Responsible for developing, executing and managing all retail campaigns both group and local and to ensure they reach the desired objectives.
- Pursuits of new deals by negotiating specific contracts and promoting dialogue between customers and the bank.
- Initiating, developing and maintaining a mutually beneficial relationship between customers and the Bank.
- Maintain a continued growth path of the assigned portfolio in accordance with the banks' strategic plan.
- Risk Management and Controls.
- Monthly reports compilation, summary and send to Head of Retail.
- Achievement of revenue/Balance sheet targets according to monthly/quarterly targets set.
- Ensure that the negative variances are properly defined, and corrective actions are in place.
- Improve and maintain follow-ups and control.
- Minimizing risk by ensuring that Product Manuals and procedures are followed.
- Development of training and capacity development programs for Branch staff.
- Develop and participate in product campaigns.

As strong as A group.

As Close as Partner.

Academic/Professional Qualifications

- A university degree in either Commerce, Finance, Marketing or Business Administration
- 6 years of experience in Banking Business
- Good selling and networking skills
- Good negotiation and organizational skills
- Good team player skills
- Excellent customer service skills
- High level of innovativeness and creativity
- Understanding of Tanzania economy and financial situation Coaching and leadership.

Competence Requirements

- Negotiation and influential power skills
- Strong leadership and management skills
- Concern for quality and goal oriented skills
- Creativity and innovation skills
- Personal effectiveness
- Positive and flexible attitude towards change and competition
- Good communication and interpersonal skills
- Sufficient knowledge & understanding of the market
- High level of personal integrity, positive and flexible towards changing markets environment.
- Out-going, self-motivated, assertive and proactive.
- Possess strong analytical, problem solving and decision making skills.
- Highly proficient in Microsoft desktop products
- Research skills
- Excellent Microsoft skills
- Extensive knowledge of retail banking and sales management.

**For more information on how we process your personal data,*

Please visit our Privacy Statement available at <https://boatanzania.co.tz/data-privacy-statement/>