

JOB ADVERT

About UBA

United Bank for Africa (UBA) is one of Africa's leading financial institutions, with operations in twenty (20) countries and four (4) global financial centers: London, Paris, Dubai and New York. UBA has evolved into a Pan-African, provider of banking and related financial services through diverse channels globally.

United Bank for Africa Uganda represents UBA's pioneer country activities in the East and Southern African sub-region. With a growing network of branches and ATMs across the country, the bank continues to expand the retail and commercial playing field in Uganda by delivering unique financial products and solutions. The bank is seeking to recruit the following highly motivated, competent, result oriented and dynamic professionals for the following positions;

JOB TITLE: PROJECT MANAGER- DIGITAL BANKING
REPORTS TO: HEAD DIGITAL BANKING
DEPARTMENT/ UNIT: DIGITAL BANKING

JOB OBJECTIVE(S)

- To lead in building digital products, understand performance and drive revenue by product/Channel type
- To ensure the most appropriate policies, processes, procedures, resources and partners are in place to drive optimal returns for the Bank and provide competitive advantage to the group.

REPORTING RELATIONSHIPS

Functionally reports to: **Head Digital Banking**

Administratively reports to: **Head Digital Banking**

Supervises Allocated Branches/Zones to achieve targets in the following products:

1. Prepaid Card (UBA Branded & Cobranded Partners)
2. Debit Card (MasterCard & VISA)
3. Platinum Card (MasterCard & VISA)
4. Mobile Banking Application/USSD Short Code *245# & LEO Chat Banking
5. Internet Banking (Retail & Corporate)
6. Point of Sale & WEB/Online
7. Remittances/Mobile Money

JOB DESCRIPTION

Business Development

- Manage and review the P&L for the products/services and reports monthly.
- Work closely with business leads to develop and execute product plans to support Digital Channels and Products.
- Identify and implement innovative revenue generating services and enhancements and be first in the market in leading product innovations.
- Conceive and drive product promotion and rewards to encourage increased adoption and usage
- Build and maintain partnerships with key vendor partners such as VISA, MasterCard, and card processing & e-Commerce and Technology partners to deliver maximum efficiencies, income and superior internal and external support and service.

Performance Monitoring & Analytics

- Monitor performance of existing and new products and payment channels and work with marketing to develop campaigns to drive activation, usage and acquisition.
- Conduct Monthly, Quarterly product & channel usage analysis including transaction volumes, revenues and actual vs. target.
- Produce and report on the Return on Investment (ROI) for existing and new products.
- Identify, compile, and understand research and analysis related to market trends, profitability, pricing, product positioning, and sales strategy.
- Conduct monthly competitive analysis to ensure Product and pricing is in alignment with industry positions. Assist in developing strategies to sustain and grow the Bank's competitive position.
- Closely Monitor Customer Complaints from CFC on the Digital channels and Products and improve the processes to provide simple, functional and reliable products.

Communication & Training

- Create and deliver product training on an on-going basis to sales, and other key stakeholders in Branch Operations and Customer services.
- Produce and publish detailed product information guides including features and functions, positioning and pricing.

Research & Development

- Assist in the overall planning process for new features and initiatives for digital products. Act as an advisor to business.
- Work closely with the sales team, IT, Operations, CFC to identify future product enhancements.
- Work closely with Product marketing to promote Digital Channels and individual products and services that support the business segments/channels.
- Sunset products not meeting market/segment needs and develop transition plans
- Ensure that all key stakeholders are involved in the development of products and that the appropriate SLAs are in place to support the delivery of existing and new products.

Regulatory & Compliance

- Coordinate with the business, IT and Operations to ensure that the necessary testing is conducted and key stakeholder sign-offs are documented prior to release to production.
- Ensure compliance with all the local regulations and Global and Local best practices.
- Ensure familiarity with all the policies and processes of the bank in each UBA presence country.
- Identify and address the Operations, Compliance and IT Risk elements in the product/processes and build adequate mitigants to make it safe for customers to use the products.
- Execute all other projects that may be assigned from time to time.

KEY PERFORMANCE INDICATORS (KPIs)

- Drive Visa Prepaid Card Sales, Debit Card Sales, Mobile & Internet Banking Products through branches and various partnerships to meet the budget as stipulated in the Monthly Performance Score Card.
- Drive Remittances and collections products to achieve budgeted sales volumes and revenue as per balance scorecard.

- Achieve Product penetration of the Debit Card, Mobile and Internet Banking Products as per budget on the Monthly Score Card.
- Achieve the budgeted revenue from the Prepaid Card, Debit Card, Mobile & Internet Banking Products as per the budget in the Monthly Score Card.
- Manage Direct Sales Agents and related initiatives to drive the sales Volumes.
- Cross sale U – Advance to personal banking customers.
- Customer service – ensure customer satisfaction for card, mobile and internet banking products for all the customers that on boarded.
- Maintain up to 95% Minimum Active users on POS, 100% On Debit Card and 80% on Internet and Mobile Banking with the aim of eradicating inactive users.

JOB REQUIREMENTS

Education

- First degree in any field
- MBA/ Master's Degree or a relevant professional qualification

Experience:

Minimum of 6 years with at least 4 years banking experience and at least 3 years in a similar role

KEY COMPETENCY REQUIREMENTS

Knowledge

- In-depth knowledge of the business environment and Digital Banking products
- Digitally savvy
- Financial analysis
- Banking Operations
- Regulatory and legal knowledge

Skill/Competencies

- Strong business development and selling skills- Ability to evaluate needs of customers, and determine what products or service would best serve those needs
- Excellent interpersonal and communications skills.
- Excellent listening and interviewing skills
- Strong leadership and negotiations skills.

HOW TO APPLY

All interested staff should send their CV, application letter and copies of academic certificates to ubaugandahr@ubagroup.com addressed to;

Head of Human Capital

United Bank for Africa

Plot 2, Jinja Road

Kampala, Uganda.

Deadline for applications is 04th March 2025.



DISCLAIMER

The above statements are intended to describe the general nature and level of work to be performed by people assigned to this job. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform other responsibilities in addition to those specified from time to time, as needed