

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.

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

<b>Job specific skills</b>	<b>Applicants should possess the following attributes:</b> <ul style="list-style-type: none"> <li>• Strong consumer financial services sales experience both with individual corporate sales experience and leading a team.</li> <li>• Team management experience will be a plus.</li> <li>• 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.</li> <li>• Excellent analyzing skills with proficiency in MS Office including excel and PowerPoint.</li> <li>• Preferably from Corporate Banking, relationship management, concept sales, IT corporate sales, Institutional ISP etc.</li> </ul>
<b>Educational Qualifications</b>	<ul style="list-style-type: none"> <li>• MBA, Graduate/Postgraduate</li> </ul>
<b>Minimum Experience</b>	<ul style="list-style-type: none"> <li>• 5+ year with Graduate Qualification preferably from Corporate &amp; Institutional Banking sector companies of repute.</li> </ul>
<b>Location of posting</b>	<ul style="list-style-type: none"> <li>• <b>Baroda, Ahmedabad, Jaipur, Delhi, Mumbai, Hyderabad, Bengaluru, Chennai.</b> 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.</li> </ul>
<b>Maximum Age on the last date of application</b>	<ul style="list-style-type: none"> <li>• <b>45 Years</b></li> </ul>
<b>Website</b>	<a href="http://www.bobcard.co.in">www.bobcard.co.in</a>
<b>Other Terms</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Canvassing, in any form, will result in disqualification of candidature.</li> <li>• In case of any modification in advertisement shall be updated only in Website.</li> <li>• The above recruitment may be scrapped at any stage of recruitment process without assigning any reasons.</li> <li>• 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.</li> </ul>
<b>Last Date for application</b>	<b>30<sup>th</sup> May 2024</b>