

ECOBANK CAMEROUN S.A
is recruiting

a Direct Sales Manager

Job grade: 6 / Job level: 3A

ready to work across the national territory.
The position is based in Douala.

JOB PURPOSE

Strategically manage and grow the Direct Sales Channel, ensuring alignment with the Bank & overall objectives.

KEY RESPONSIBILITIES

- Recruit and train a team of Team Leads and Direct Sales Representatives.
- Manage attrition and meet the number of DSAs required by the capacity plan. To maintain complete personnel records.
- Audit the DSA operation monthly, quarterly, and annually, and prepare them for annual self-certificate of worthiness.
- Area management & market intelligence/market conditions, competitor analysis and activities, and demographics.
- Comprehensive performance management on the whole channel (people, systems, and methods).
- Develop and manage a Management Information System (MIS) for direct sales, including full reporting & tracking.
- Market bank customers and transfer competitor loans to the Bank.
- Oversee and support Team Leaders, and by extension, DSAs & Telesales, by providing training, setting SCORECARD objectives, monitoring performance, and controlling incentive payments.
- Personally Callback 5% of all account opening forms and loan applications for customer feedback.
- Achieve volume and value targets to contribute to the Bank& overall goals.
- Ensure that own area of operation is alert to Money Laundering, compliant with Group Standards (including KYC requirements) and actively dispels Money Laundering/fraudulent activities. Adhere strictly to the Bank's Code of Conduct and ensure that the channel complies without exception.
- Ensure the implementation and adherence to the E.X.C.E.L (Exceptional, Exceeds, Competent, En Route, Lagging) Performance Framework across the Direct Sales Channel.
- Monitor and review the performance ratings of Team Leads and DSAs, providing strategic direction for performance improvement and development.
- Facilitate training and development initiatives in line with the E.X.C.E.L Framework to enhance overall sales performance.

Experience

- Extensive experience in sales, including a successful track record in sales leadership roles.
- Experience in managing and leading sales teams.

Skills & Knowledge

- Strong leadership and organizational skills.
- Excellent communication, negotiation, and presentation skills.
- In-depth understanding of sales principles and customer relationship management.
- Proficient in data analysis and sales forecasting.

Quality oriented

- Strategic Planning and Execution
- Leadership and Team Development
- Sales Targets and Performance Management
- Customer Relationship and Account Management
- Budgeting and Resource Allocation
- Collaboration with Other Departments
- Requirements

Education

- Bachelor's degree in business administration, Marketing, or a related field.
- A master's degree in a relevant field will be a plus

Personal attributes

- Strategic thinker with the ability to make sound decisions under pressure.
- Exceptional problem-solving skills and adaptability.
- High level of integrity and professionalism.

Ecobank Cameroon is an equal opportunity employer and will not discriminate on the basis of gender, religion, ethnicity, physical ability, etc...

NB: Only shortlisted candidates will be contacted.

APPLICATION PROCESS

Please submit your CV and motivation letter to
ECM-Recruit@ecobank.com
latest March 24 th , 2025,
at 5pm prompt, with the subject
« **DIRECT SALES MANAGER** »

Visit our website at www.ecobank.com