



**JOB DESCRIPTION**

Position	Reporting to	Department
Senior Product and Business Development Officer	Product and Business Development Manager	Product and Business Development

**I- JOB PURPOSE:**

This role supports digitalization initiatives and strategic product development projects. The Senior Officer will contribute to digital product design, market research, and strategic planning to ensure innovative and customer-centric solutions.

**II- MAIN DUTIES & RESPONSIBILITIES:**

- **Digital Product Development**
  - Assist in designing and implementing digital loan solutions.
  - Coordinate with IT and Operations teams to ensure seamless integration and user experience.
  - Improve loan processes using digital tools and automation.
  - Support testing and rollout of digital platforms and features.
- **Market Research & Strategic Analysis**
  - Conduct research on customer behavior, market trends, and competitor offerings.
  - Prepare reports and insights to inform product strategy and business planning.
  - Contribute to feasibility studies for new products and initiatives.
- **Project Support & Coordination**
  - Assist in managing timelines and deliverables for digitalization projects.
  - Collaborate with internal teams and external partners to ensure successful implementation.

**III. QUALIFICATIONS:**

- Bachelor's degree in business, Economics, Banking & Finance, or a related digital/ technology field.
- At least 2 years of experience in product development, digital banking, or market research.
- Strong analytical and problem-solving skills.
- Familiarity with digital platforms and financial technology trends.
- Excellent communication and presentation skills.