

SBI Canada Bank is currently recruiting for a **Manager (Sales and Marketing)** at its Head Office (77 City Centre Drive, Mississauga/Ontario) location.

Summary

The **Manager (Sales & Marketing)** will be responsible for driving all sales functions and operations while developing marketing programs to increase revenue and profits. This individual is responsible for achieving quarterly/annual sales goals, developing distribution channels, building strategic business relationships, formulating innovative business development strategies and providing vision for all sales strategies and their execution.

Core Competencies

- Communication
- Teamwork
- Adaptability
- Planning & Organizing
- Results Orientation
- Accountability
- Negotiation

Responsibilities

- Improves the visibility of the Bank, quarterly review of product saleability of Branches.
- Enters promotional contracts, connects with potential customers, generates leads/referrals from existing customers.
- Identifies new potential business areas and acts to retain existing business.
- Creates marketing strategies to achieve sales targets of the bank.
- Initiates marketing campaigns to promote the bank products and build relationships with customers.
- Supervises and supports the residential mortgage business.
- Responsible for the bank wide sales and marketing efforts of residential mortgage.
- Coordinates marketing efforts with branch employees by providing trainings and specialized guide for mortgage products.
- Develops, supervises and implements Annual Retail Budget.
- Responsible for the sales of mortgage products, introducing of new mortgage products and review of the existing ones.
- Maintains communication with the branches on prospecting progress and market development.
- Responsible for onboarding new Residential Brokers and maintaining relationships with the existing ones.
- Participates as a member in professional, community, and non-profit organizations.
- Contributes on the sourcing for residential first mortgages through contact with realtors, builders, and developers.

- Provides service to customers and prospective customers seeking residential mortgage loans.
- Obtains and analyzes pertinent financial and credit data, monitor the terms and conditions for mortgage and consumer loan products.
- Keeps abreast of trends and developments in the local and real estate market, as well as the changing rules and regulations pertaining to private mortgages.
- Calls/meets potential or existing customers as assigned to develop new business or retain existing business.
- Responsible for cross selling other SBI Canada Bank products and services to current and prospective customers.
- Assists and supports bank management in delivering high standard customer service.
- Prepares sales and marketing reports for the top management of the bank.

Requirements

Must be eligible to work in Canada

Education: Bachelor's Degree

Experience: 4+ years residential mortgage marketing experience