



## JOB ANNOUNCEMENT

**MOHANOKOR Microfinance Institution Plc** is a financial institution in the provision of inclusive financial services to poor people within operation areas in 25 provinces and cities in order to contribute to the social economic development in Cambodia. To respond with rapidly growth of institution, we are looking for the qualified applicants for the vacant position as **Head of Relationship Department 01 post** based in **Head office**.

### Job Responsibilities:

1. Sell and Sale promotion of Products & Services, development
  - Lead strategic and annual planning of the department
  - Planning set up in all products to TEAM response and Support techniques lead
  - Develop marketing strategy to increase deposit to achieve set target for all products
  - Ensure and strictly manage all sell TEAM and financial consultancy to customers
  - Conducts marketing promotion strategy and develop sale techniques to update our products and services to meet clients' needs and satisfaction and to compete with other financial institutions
  - Manage based on set and approved plan, all sale and marketing promotion activities such as promotion, sale promotion, campaign, or other special events timely and effectively
  - Maintain and update customer's deposit and achievements data or report all Mohanokor's branches.
  - Keep up to date on internal result of sale analysis, marketing activities and external market assessment for preparing SWOT analysis for strategy formulation
  - Keep up to date on knowledge and skills in Products Selling and Services for customer development and products sale analysis for new and existing products opportunity in the markets.
  - Competitor's sale techniques analysis & Customers behavior analysis.
  - Building the MOHANOKOR's branding through media channel of sale promotion campaigns for all direct and indirect sale.
2. SOCIAL MEDIA NETWORK
  - Develop and modify policies, procedures and documents for deposit products and services.
  - Manage, organize, motivate staffs and branches under supervision to work toward the achievement of MOHANOKOR's roadmap and its execution strategies.
  - Analyze the market of sales and conduct some research relating to sale promotion conducted by the Research and Development Department to be aware of market trends, market competition, customers and gap between existing products condition requirement, personal consumption and market needs
  - Improve Deposit sale techniques and sale promotion.
3. ADVERTISING AND PROMOTION
  - Develop marketing sale strategy and plan
  - Align marketing strategy of sale techniques with institutional strategy
  - Run promotion campaign and program to effectively increase sale volume
  - Coordinate with departments.
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  - Develop press release to update news or information to public media
  - Manage to collect sale result and prepare summary reports on findings
  - Monitor the clients' successful products and services awareness review
  - Responsible for media buying and placements for public branding of sale promotion

Interest candidates can be send an application with detailed CV to MOHANOKOR through E-mail address: [recruitment@mohanokor.com](mailto:recruitment@mohanokor.com) , #24, Yothapol Khemarak Phoumin Blvd (271), Sangkat Ou Baek K'am, Khan SenSok, Phnom Penh, Kingdom of Cambodia. For more information, please contact phone number: **087 999 221**

*Thank You!*