

BOB Financial Solutions Limited (BFSL, formerly known as BOBCARDS Ltd.) is a wholly owned subsidiary of Bank of Baroda and a Non-Deposit Accepting Non-Banking Finance Company (NBFC). BFSL was established in the year 1994 to cater to the need of rapidly growing credit card industry in a focused manner. BFSL is one among the pioneers in Indian card market and was the first nonbanking company in India to issue credit cards.

The Company’s core business is credit card issuance and consumer lending. It also provides support to Bank of Baroda by carrying out its merchant acquiring operations and its debit cards operation for its overseas territories/ subsidiaries and sponsored RRBs. The Company is aiming to expand within Consumer Credit, Commercial Credit, Retail Credit, Capital Market Lending (loan against securities, IPO financing) and other Financial Services.

Position	Manager/ AVP – Product Owner (Digital)
Role & Responsibilities	<p>This position would include the mentioned set of responsibilities but not limited to</p> <ul style="list-style-type: none"> • Manage the workflow and development of the digital channel across all products for customer acquisition, behaviour, engagement and delivery • Work on the digital products across the financial services ecosystem including own channels, marketplaces and third-party API integrations for acquisition, delivery and user process flows • Work on user experience design including research, user journeys and stories, information design and architecture, interaction design, visual design and implementation • Track user behaviour, generate actionable insights and suitable metrics for performance measurement, tracking and A/B testing to action key insights • Create project plans through the deep understanding of customers, technologies, and business strategy and features prioritization including backlog for the design and development team using any suitable methodology (Agile, waterfall etc.) • Vendor management for design, development and delivery of digital products acquisition campaigns and third party integrations • Execute digital campaigns and performance measurement as necessary.
Job specific skills	<ul style="list-style-type: none"> • Proven track record of managing development of user experience for web/mobile involving roadmaps, creation of a prioritized feature/product • Should have experience of managing end to end user experience design process. Hands on experience with Wireframing and prototyping tools like Balsamiq, Invision is required. • Hands on experience in web analytics software like Google Analytics and A/B testing is a must.

	<ul style="list-style-type: none"> • Proven experience in managing and facilitating the mix of internal teams and external vendors as a part of product buildout. Must have developed at least 1 successful project involving external technology vendors. • Strong team building and people management skills are a must.
Educational Qualifications	The candidate must hold a bachelor's degree in Engineering / technology or equivalent. Postgraduate degree in business is an added advantage.
Minimum Experience	The applicant must have a minimum of 8 years of experience including material (at least 5 years' experience) in product/project management.
CTC offered	Compensation will not be a limiting factor for the right candidate and will be discussed on a case by case basis.
Location of posting	Mumbai 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
Email to be sent to	careers@bobfinancial.com with subject as "Manager/AVP – Product Owner (Digital)"
Website	www.bobfinancial.com
Contact Number	022 - 4206 8547
Other Terms	<ul style="list-style-type: none"> • It may please be noted that company is not bound to call all the applicants for interview. Only shortlisted candidates will be called for interview • In case of any modification in advertisement shall be updated only in Website. • The above recruitment may be scrapped at any stage of recruitment process without assigning any reasons.
Last Date for application	30 th January 2019