

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.

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| Position | Manager / Assistant Manager – Regional Alliances |
| Role & Responsibilities | <p>Key highlights of the role are listed below (purely indicative and not limiting):</p> <p>The person would be responsible for forming regional alliances , negotiating partnerships with consumer brands and creating unique customer value propositions; working towards making our card the preferred one for customers, thereby significantly influencing card activation and spends on our credit cards.</p> <ul style="list-style-type: none"> • Identifying new partnership opportunities for the Company, preparing business case for the alliances and leading discussions with potential partners • Converting potential opportunities with partners into customer value propositions, budget estimates and viable business model. • Carry out thorough data analysis to understand trends, monitor progress to goals (plan vs. actual), and adapt and iterate strategies • Listening to the needs of the market and sharing insights with product & marketing teams • Focus on constantly upgrading activation and usage strategies by generating innovative ideas on Value Propositions and to identify new opportunities in the market to increase card spends. • Form deep relationships with partners-on-board at all levels of their Organization, be a SPOC for the partnership. • Coordinate with Internal legal team to enable and ensure proper execution of agreement in a timely manner. • Provide information and feedback to leadership regarding market intelligence, competition and other valuable insights gained while working with partners. |
| Job specific skills | <p>Applicants should possess the following attributes:</p> <ul style="list-style-type: none"> • Good written, oral and presentation skills. • Self-motivated, goal oriented and a multitasking. • High energy and ability to have networking across teams |



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| | <ul style="list-style-type: none">• Hands on experience working in a fast paced environment• Experience creating detailed reports and giving presentations• A track record of following through on commitments.• Ownership / self-initiative skills and proactive problem solver• Attention to Details• Must have intellectual curiosity, humility, accountability and a positive approach |
| Educational Qualifications | <ul style="list-style-type: none">• Graduate |
| Minimum Experience | <ul style="list-style-type: none">• 3+ Years, including at least 2 years in product or portfolio management preferably in a Credit Cards or Financial Services company. |
| CTC offered | <ul style="list-style-type: none">• Compensation will not be a limiting factor for the right candidate and will be discussed on a case by case basis. |
| Location of posting | <ul style="list-style-type: none">• 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. |
| Maximum Age on the last date of application | <ul style="list-style-type: none">• 50 Years as on date of receipt of Application. |
| Email to be sent to | careers@bobfinancial.com with subject as “ Manager / Assistant Manager – Regional Alliances ” |
| Website | www.bobfinancial.com |
| Contact Number | 022 - 40286631 |
| 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 | 03rd April 2019 |