

**Title**

Manager (Products & Services)

**Reports To****Head Retail****Summary**

The Manager (Products & Services) is responsible for both product planning and product marketing. This includes managing the product throughout the product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with Head Retail, to deliver winning products. The Manager (Products & Services) job also includes ensuring that the product and marketing efforts support the bank's overall strategy and goals.

**Core Competencies**

- Service Orientation
- Communication
- Teamwork
- Adaptability
- Planning and Organizing
- Results Orientation
- Accountability

**Responsibilities:**

- Manage the product management process
- Define the product strategy and roadmap
- Responsible for analyzing other local market competitor's capabilities and initiating new product development and enhancing product end-to-end work flow.
- Provide input to future product plans by becoming the expert on what competitors are doing in the marketplace; helping to shape future product plans and direction.
- Develop requirement documents and use cases for new product development
- Develop the core positioning and messaging for the product.
- Monitor the status of development project supporting new features.
- Coordinate the development, testing and release of the product with the other teams.

- Responsible for the relevant target of the bank's products and driving them through the branches
- Use marketing research, segmentation, positioning messaging and marketing strategies to help the marketing team effectively communicate the benefits of our services to target customers across multiple distribution channels.
- Convey the benefits to targeted customers personas in multiple mediums print, digital, video, audio through a variety of channels, web, in-app point of sale print, in person event.
- Perform competitive research and ensure clear and compelling differentiation and provide competitive input to product teams to drive product innovation

**Requirements:**

- 3-5 years' experience in banking industry
- Bachelor's degree
- Project Management Certification shall be considered an asset
- Demonstrated success defining and launching products
- Technical background, with experience in MS Word, Excel, Power-point, and email
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines
- Proven ability to prepare marketing proposals with a blend of focused research, strategy and creativity
- Outstanding written and verbal communication skills
- Energetic, self-motivated, and results oriented
- Team player who is both flexible and adaptable
- **Must be eligible to work in Canada**

**Working Conditions:**

- Travel may be required
- Ability to attend and conduct presentations
- Overtime as required
- This position is based out of our Head Office location- 77 City Centre Drive, Mississauga/Ontario

For further details please visit: [www.sbicanada.com](http://www.sbicanada.com)

All interested Applicants please forward resume to Fernanda Minadeo:  
[fminadeo@sbicanada.com](mailto:fminadeo@sbicanada.com)

We thank all applicants, however, only those selected for an interview shall be contacted.