



Prime Bank

P U T T I N G Y O U F I R S T

WE ARE HIRING!

A Digital Product Manager

Scroll for details ↓

ARE YOU READY TO SHAPE THE FUTURE OF DIGITAL BANKING?

Prime Bank is seeking a **Digital Product Manager** to join our dynamic Digital Banking and Technology team. This role is pivotal in driving innovation, enhancing customer experiences, and ensuring we stay ahead in the ever-evolving financial landscape.

KEY RESPONSIBILITIES

1. Product Strategy & Development

- Develop and execute the digital product roadmap aligned with the bank's strategic objectives.
- Identify market trends, customer needs, and competitor activities to inform product innovation.
- Collaborate with stakeholders to define product vision, goals, and success metrics.

2. Product Lifecycle Management

- Lead the end-to-end lifecycle of digital products from ideation to launch and beyond.
- Continuously evaluate product performance and identify areas for improvement.
- Ensure compliance with regulatory and security requirements throughout the product lifecycle.

3. Customer Experience & Engagement

- Work with UX/UI teams to design intuitive and user-friendly digital experiences.
- Leverage customer feedback and analytics to enhance product features and functionality.
- Promote digital adoption through targeted customer education and engagement strategies.

4. Stakeholder Collaboration

- Work cross-functionally with IT, marketing, operations, and compliance teams to deliver seamless digital solutions.

- Engage with external vendors and fintech partners to explore innovative digital solutions.
- Communicate product updates and performance metrics to senior management and key stakeholders.

5. Technology & Innovation

- Stay abreast of emerging digital banking technologies such as AI, blockchain, and open banking APIs.
- Drive the adoption of agile methodologies and digital transformation initiatives within the bank.
- Evaluate and recommend new tools and platforms to enhance the bank's digital offerings.

6. Risk & Compliance Management

- Ensure digital products comply with local and international banking regulations and cybersecurity standards.
- Identify potential risks in digital channels and implement appropriate controls.
- Work closely with the risk and compliance teams to ensure adherence to industry best practices.

7. Performance Monitoring & Reporting

- Responsible for key performance indicators (KPIs) such as digital adoption rates, customer satisfaction, and revenue contribution.
- Prepare regular reports and presentations for senior management on product performance and opportunities.
- Use data analytics to drive informed decision-making and continuous improvement.

KEY QUALIFICATIONS & EXPERIENCE

- Bachelor's degree in Business, Computer Science, Information Technology, or a related field.
- Professional certifications in product management (e.g., Certified Scrum Product Owner, PMI-PBA) are an added advantage.

- Minimum of 5-7 years of experience in digital banking, product management, or fintech.
- Proven experience in developing and launching digital financial products (e.g., mobile banking, internet banking, digital wallets).
- Strong understanding of banking regulations, compliance, and cybersecurity related to digital products.
- Experience working in an agile environment and familiarity with digital product development methodologies.

KEY COMPETENCIES AND SKILL

- **Strategic Thinking:** Ability to align digital product strategies with business objectives.
- **Customer-Centric Mindset:** Strong focus on enhancing customer experience through digital channels.
- **Technical Acumen:** Understanding of digital technologies, APIs, and integration processes.
- **Project Management:** Ability to manage multiple projects and deliver within deadlines.
- **Analytical Skills:** Proficiency in data-driven decision-making and performance analysis.
- **Collaboration & Communication:** Strong stakeholder management and communication skills.
- **Problem-Solving:** Ability to troubleshoot issues and find innovative solutions.

KEY PERFORMANCE INDICATORS (KPIs):

- Growth in digital product adoption and usage rates.
- Customer satisfaction and Net Promoter Score (NPS).
- Revenue contribution from digital channels.
- Compliance with regulatory and security standards.
- Time-to-market for new digital products and features.

WHAT WE OFFER

- Competitive salary and benefits package.
- Collaborative and inclusive work environment.
- Professional growth and development opportunities.

HOW TO APPLY

Candidates with the required qualifications, experience and competencies who wish to apply for the above position are required to forward their CVs to jobs@primebank.co.ke by February 7th, 2025.