

**Job Title- Head of Product and Service Development**

Location – Yangon

Job Sector- Banking

### **Job Purpose**

Reporting to the Head of Official Account, to closely work with internal team leads to drive product strategy and roadmap to increase product usages and sales.

### **KEY RESPONSIBILITIES**

- Perform market research to understand the target market needs.
- Work together with Head of department to implement strategy and roadmap by recommending product, pricing, and business model by utilizing market research data; reviewing existing data and data points.
- Work together with related stakeholder internal and external for product pricing to the end users.
- Responsible for business development activities to penetrate target market and grab new business opportunities and drive revenue.
- Performing competitor analysis regularly to determine strengths and weakness of the competitors.
- Work together with team to monitor existing data and data points to produce meaningful presentation for related both internal and external stakeholders.
- Strategic planning & monitoring the community aspects of content policy, content creation and marketing.
- Managing & monitoring the compliance quality of community policy in content screening.
- Manage operational aspect of the product in terms of performance and user experience while working closely with business development and category specialists
- Negotiating attractive partnership deals and ensuring mutually beneficial partnership terms that are in line with business objectives and strategy

## JOB REQUIREMENTS

- Bachelor's degree or higher
- 5+ years related experience required
- Demonstrated experience in sales, marketing, partner engagement and social media advertising.
- Experience in business planning, business IT and software management (Prefer)
- Strong communication in English and Burmese
- Strong problem-solving and decision-making skills with ability to effectively communicate with senior managers
- Demonstrated ability to build strong collaborative business relationships
- Proven ability to negotiate and apply skills to exercise influence over others decisions without express authority and influence change
- Demonstrated experience in project management and building project plans and presentations
- Ability to think both tactically and strategically moving through both fluidly
- Demonstrated leadership skills

How to apply: [career@kbzbank.com](mailto:career@kbzbank.com)