

Vice President Retail Sales & Marketing – Job Description Summary

Responsibility includes managing the strategic directions of retail delivery (branches and call center), marketing and business development for the organization. Responsible for service and sales performance of the organization's retail sales division which offer consumer, business, investment and insurance products and services. Develops and executes strategic action plans necessary to achieve goals and objectives. Responsible for coordinating the planning and budgeting processes for all reporting departments. Develops and implements new programs, products and services to increase customer participation and with related procedures and policies.

The complete job description covers the following topics:

- Essential duties and responsibilities
- Supervisory responsibilities
- Performance standards
- Qualification requirements
- Education and experience
- Language skills
- Mathematical skills
- Reasoning ability
- Other skills and abilities
- Physical demands
- Work environment