

Senior Manager, Retail Product Sales

CB Commercial Bank PLC is a fully-fledged retail and commercial bank in Tanzania. The bank offers banking services to Individuals, Microfinance, Small to Medium sized Businesses (MSME), as well as large corporate clients. DCB Bank has a wide branch network of over 8 branches, over 1000 DCB Wakala Agents, and over 280 Umoja switch ATMs serving over 3 million customers across the country.

We invite suitably qualified candidates to fill the position of **Senior Manager, Retail Product Sales**. The successful candidate will be responsible for achieving business targets, expanding market share, and enhancing customer acquisition, engagement, and retention.

Responsibilities

- Developing and executing a comprehensive retail sales strategy across key retail products, deposits, cards, and digital banking
- Identifying new market opportunities, customer segments, and revenue streams
- Leading and optimizing sales performance across all bank's channels including direct sales force, digital channels, branch networks, merchants and strategic partnerships
- Developing products by reviewing, revamping or identifying potential products, conducting market research, generate product requirements, pricing, product launching and monitoring uptake
- Developing strategies to increase new-to-bank customers, customer retention, cross-selling and upselling, and improve customer experience across all channels
- Owning and delivering on sales targets and P&L objectives, monitor sales pipelines and conversion rates and implement initiatives to improve productivity and profitability
- Driving a high-performance sales culture through incentive schemes, coaching and training and regular performance reviews
- Ensuring all sales activities comply with regulatory and internal policies
- Preparing and submitting periodic and ad-hoc reports to management, board, shareholders and the regulator

Qualifications and Experience

- Bachelor's degree from a recognised university
- 10 years in banking or financial services, with at least 3 in a senior sales leadership role managing multi-channel sales environments
- Proven track record in retail banking sales and revenue growth
- Customer-centric mindset
- Data-driven decision-making

If you believe you are the right candidate for this position, kindly submit your application with a detailed CV, photocopies of academic certificate, and names of three referees with their contacts, quoting reference number **DCB-RB-SM/RPS** on the subject of the email. To be considered, your application **MUST be submitted through recruitment@dcb.co.tz** not later than **7th April 2026**. Hard copy applications will not be accepted.