

Some careers
have more impact
than others.



Role Title : Head of Customer Value Management

HSBC is one of the world's leading banks, with a network covering 66 countries and territories. Our size and global reach mean we offer many ways for you to develop your career. We look for people who think, see and do things differently and who can represent and relate to our diverse global customer base. We want candidates who are motivated, curious, courageous, collaborative and dedicated.

We employ, develop and promote employees based on merit and provide a supportive and inclusive working environment. We want HSBC to be a place where everyone can be themselves and achieve their potential. Our aim is to have a diverse workforce so we can respond to the needs of our customers and develop better products and services.

In this role you will need to:

- Drive the retail business growth through customer-centric, relationship-based business strategies
- Own, manage, design and develop Customer propositions, products and services to increase customer value
- Grow, deepen and retain relationships with customers, act as "voice of the customer" to ensure that customer considerations are paramount in decision making

To be successful in this role, you should meet the following requirements:

- Extensive knowledge and practice of the retail banking market, desirably within customer base management, products and services development, processes optimization. Working knowledge of the retail banking regulatory environment
- Lead the implementation of Consumer Protection and Conduct related initiatives by the Central Bank of RA and HSBC Group
- Execute customer and product campaigns, ongoing review of marketing materials in close cooperation with Marketing
- Plan and track non-financial/financial business performance indicators / results, ensure high quality of insights and recommendations to the executive committee of the business
- Drive initiatives on optimizing products and services related processes, and overall customer journey improvements, by reviewing existing ones, proposing and agreeing the changes, and overseeing the ongoing progress of those
- Manage retail products, services and sales related trainings for frontline staff, ensuring ongoing mystery shops to identify areas for improvement and enhance the training quality

The following skills are essential for this managerial role:

- Ability to quickly adapt to new and complex policy / procedural environment, experience in working within a strong matrix organisation
- Strategic thinking paralleled with excellent written and verbal communication skills both in Armenian and English, ability to produce comprehensive and structured proposals / procedures / business process flows
- Sound analytical skills, ability to drive business intelligence towards data-driven insights and recommendations
- Excellent communication and negotiation skills, can-do approach with ability to build strong relationships with key stakeholders, persuasion and influence skills to drive strategic priorities with senior management
- Excellent organisational skills, oriented at delivering results on timely manner with quality considerations

To apply for this role, please send your full CV and Cover Letter to vacancy.armenia@hsbc.com, with the subject "Head of CVM". Application closing date: **31/01/2019**.

You'll achieve more when you join HSBC.

