

NOTICE OF RECRUITMENT

COPEDU PLC is a trading company engaged in savings and credits. It was registered as a trading company in the Development Bank (RDB) on February 21, 2013, and licensed by the Central Bank of Rwanda (BNR) on 13/03/2014 to operate as a microfinance institution in Rwanda.

COPEDU PLC invites interested candidates to apply for the **Head of Business Department** position.

General Description

The Head of Business defines a business policy to increase the company's sales and increase turnover. He or She must coordinate the Business and commercial team and the Branches so that they apply this policy and achieve the objectives set. He or She is also in charge of the design and development of new product concepts.

Task Descriptions

- Optimize commercial actions, propose, and implement promotional operations and ensure the profitability and growth of branches;
- Design and develop the Business and Commercial policy of COPEDU Plc as well as savings mobilization strategies;
- Ensure marketing and promotion activities for banking services in the branches.
- Coordinate customer monitoring activities;
- Design and implement promotional actions to develop the product and optimize sales;
- Identify potentially favorable areas;
- Mobilize the mass on all the services offered by the bank;
- Ensure the quality of service provided to customers and their satisfaction.
- Mobilize share capital;
- Mobilize deposits from customers;
- Ensure the proper conduct of CSR (Corporate Social Responsibilities) activities;
- Carry out a large search campaign for important partners and customers;
- Analyze the market, determine targets, and choose advertising axes.
- Develop a strategy relating to all COPEDU Plc's products, by drawing up details of each product and marketing plan;

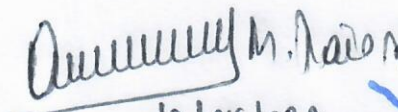

- Analyze the behavior of the financial market in relation to external competition;
- Prepare and evaluate the performance indicators of his/her department.

Requirements

- MBA in Banking, finance, strategic management project or in other related specialization, and at least 5 years of managerial experience in sales, marketing, and customer management
- Have a sense of marketing and a great ability to mobilize resources.
- Negotiation ability.
- Creative, innovative, visionary and athletic spirit.
- Project management skills.
- leadership ability
- Integrity and ethics
- Ability to work under pressure.
- Females are encouraged

All Applications must include a motivation, ID Copy, a detailed Curriculum Vitae, and a copy of the degree; which will be sent to the following e-mail address: hr-recruitment@copeduplc.rw no later than Friday, **May 28th, 2023**.

Done on May 12th, 2023.


19/05/2023 

MUYANGO Raissa

Managing Director

COPEDU PLC
Twizigamire Tugurizwe Dufere