

<b>Job Description</b>	
<b>Position</b>	Assistant Manager – Strategic Initiatives and Partnerships
<b>Department</b>	Ecosystem Development
<b>Division</b>	Retail Payment Solutions

## **SUMMARY OF RESPONSIBILITIES**

Build, manage and execute strategic initiatives and partnerships plans, in order to deliver the overall business objectives/targets for Retail Payment Services Division to position PayNet as trusted enabler of inclusive and collaborative financial ecosystems in empowering Malaysia's digital economy

## **KEY AREAS OF RESPONSIBILITIES**

### **1. Strategic Initiatives and Partnerships**

- Assist in firming up development strategy for the business with growth objective in mind
- Develop business proposals and presentations for new business materials to create and nurture business opportunities and partnerships
- Assist in the coordination and implementation of marketing strategies to achieve strategic goals
- Foster and develop relationships with Participants, potential Participants, key payees, government agencies to accelerate ePayments adoption
- Good understanding of the product models/business processes and be able to address requirements of business partners
- Resolve any complaints promptly and professionally
- Prepare quality and timely management reports
- Conduct effective communication to Participants and stakeholders on the latest development, business trends and future expansion
- In-trend with the latest digital technology and payment landscape globally
- Promote an organizational culture that encourages top performance and high morale

### **2. Product Marketing**

- Collaborate with product development and marketing communications to develop product positioning and messaging that resonate with our target payees and payers
- Conceptualise, develop and execute products marketing plan, including marketing programs, key activities and budgets to support
- Contribute to creation of, and directly manage the production and management of a marketing programs in defined campaign tactics
- Write, edit and proofread copy for promotional materials within marketing programs
- Ensure that the organisation's brand and identity is adhered to in campaigns and in all communication channels

### **3. Project Management and Implementation**

- Ensure internal and inter-departmental resources are allocated for the project
- Ensure project deliverables e.g. documentations, implementation plan etc. are prepared/delivered in timely manner
- Coordinate and facilitate discussions between various internal and external parties in implementing the project deliverables
- Prepare user requirements on meeting the new/enhanced products and services goals
- Ensure the user requirements is accepted by the Management, Financial Institutions (FIs), non-FIs, Billers' business, operations and technical steering/ working committees and relevant authorities
- Manage project timeline using related project management tools i.e. MS Project, MS Excel in ensuring meeting the project implementation date
- Prepare related progress updates to Management, Steering/ Working Committees and relevant authorities

## **QUALIFICATIONS**

### **Minimum Qualifications**

- Degree/ Diploma in Banking, Finance, Business or its equivalent
- Post-graduate qualification will be an added advantage

### **Technical Qualifications**

- Strong computer literacy skills – Microsoft Word, Excel, PowerPoint, Visio, Project

### **Additional requirements.**

- Minimum of 5 years' experience in areas relating Electronic Banking, Retail Banking, Transactional (Wholesale) Banking or Card Services with good writing and analytics skills
- Strong leadership qualities, aggressive and result oriented
- Strong understanding and ability to drive change, think strategically and exercise good judgement
- Strong communication, presentation and negotiation skills
- Strong ability to establish, develop, maintain good operational relationship and vendor management skills
- Experience in project management, media strategy and digital marketing
- Ability to lead a meeting/discussion with external parties such as Banks & Merchants/Corporate Businesses