

JOB DETAILS

Job Title	Head Product Pricing Channels and Revenue
Diversification (Gauteng/Head Office)	
Division	Banking
Unit	Commercial Development Banking
Remuneration	1 695 621.00
Job Type Classification	Permanent
Location - Country	South Africa
Location - Province	Gauteng
Location - Town / City	Centurion
Email CV to	recruitment@tianaconsulting.co.za

MAIN PURPOSE OF THE JOB

The Head of Product, Pricing, Channels, and Revenue Diversification at Land Bank, will be responsible for developing; leading and the execution of the strategy:

- A comprehensive strategy for the Bank's product portfolio, pricing models, channels, revenue diversification and innovative product offerings
- Identify emerging trends in the agricultural sector and financial services, positioning the bank to leverage these opportunities for growth and competitive advantage
- Drive the expansion and diversification of the bank's revenue streams, including non-traditional banking products and services, to ensure long-term sustainability

This leadership role requires a deep understanding of Core Banking, Lending Products, Transaction Banking, Customer Value Proposition (CVP), Trade Finance, Digital Delivery Channels, and broader financial services. The head will play a critical role in driving the Bank's growth through new revenue streams, enhanced customer experiences, and optimized product and channel performance. The Head endeavours will be pivotal in aligning the Bank's product and channel strategies with the evolving needs of the agricultural industry and its stakeholders.

Key Performance Areas

1. Core Banking System, Product Development and Management.

- Ownership of Core Banking Platform and its management
- Lead the design, development, implementation and lifecycle management of the Bank's agricultural product offerings.
- Collaborate with cross-functional teams to develop new, innovative financial products tailored to the unique needs of farmers and agribusinesses.

2. Pricing & Revenue Diversification strategy and optimization

Pricing Strategy

- Design and implement dynamic pricing strategies that are competitive, sustainable, and aligned with the Bank's overall business objectives.
- Lead pricing innovation and the development of models that balance risk, customer affordability, and profitability.

Revenue Diversification and Innovation

- Identify and explore new revenue streams beyond traditional banking products.
- Develop strategies for increasing non-interest income through fees, advisory services, fintech collaborations, and sustainable agriculture-related financial products.

3. Channel Strategy and Distribution

- Develop and manage multi-channel distribution strategies, including digital platforms, mobile banking, physical branches, partnerships, and third-party networks in collaboration with Treasury and Strategy.
- Identify and implement new channels to enhance customer reach and engagement, particularly in rural and underserved agricultural community networks in collaboration with Treasury and Strategy.

4. Financial Performance and Reporting

- Drive the financial performance of the product, pricing, and channel portfolios by tracking key performance indicators (KPIs), including revenue, profitability, and customer satisfaction metrics.
- Prepare regular reports and presentations for the executive team and board on product performance, pricing trends, and channel effectiveness.

5. Regulatory and Risk Compliance

- Ensure that all products, pricing structures, and channels comply with relevant regulations and industry standards.
- Collaborate with the risk and compliance teams to proactively manage and mitigate any risks associated with new product and pricing innovations.

6. Project Management

- Establish clear goals, timelines, deliverables, and resources required for project execution.
- Identify and engage with key stakeholders across departments.
- Coordinate and lead cross-functional teams to execute project tasks and activities.

7. People Management

Performance Management

- Analyse the business plan to determine the applicable deliverables and targets.
- Compile the Performance Management documentation in collaboration with the staff

Capacity Planning

- Determine the human resource requirements, in accordance with the expected deliverables and current capacity.
- Secure the human capital requirements to ensure that deliverables will be met in accordance with the expected targets.

Financial Management

- Develop and manage the divisional budget.
- Manage expenditure and ensure no fruitless expenditure.

Preferred Minimum Education and Experience

- Honours degree in Product, Finance, Banking, Agricultural Economics, or a related field.
- Master's degree (MBA or similar) preferred.
- Experience in financial services, with at least 5 years in leadership roles focused on product management, pricing strategy, and revenue diversification >10 years
- Proven track record in developing and launching financial products, pricing models, and revenue generation strategies >10 years
- Experience working with digital channels, fintech partnerships, and modern banking technologies >10 years

Critical Competencies

- Strong leadership and strategic thinking skills.
- Deep understanding of banking & financial services, lending products, and supply chain finance.
- Expertise in pricing strategy, financial modelling, and competitive analysis.
- Pricing policies, models, tools and systems.
- Product development
- Expertise in revenue diversification and product innovation
- Experience in revenue diversification and exploring new business lines or product innovations.
- Excellent communication, negotiation, and interpersonal skills.
Knowledge of relevant regulatory requirements and risk management in financial services.
Strong analytical skills and the ability to make data-driven decisions.

Additional Requirements

- Extended hours as and when required
- Travel as and when required