**Position Description**

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| **Date of Creation:** | **October 2021** |
| **Position Title:** | **Senior Associate, Sales** |
| **Division:** | **Business** |
| **Team:** | **Financial Markets** |
| **Location:** | **Melbourne** |
| **Reports To Position:** | **Head of Financial Markets Sales** |
| **Direct Reports:** | **0** |

# **Organisational and Position Overview**

**Financial Markets**

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| **Part A: Job Specification** |

Financial Markets is the specialised area that delivers foreign exchange and interest rate risk management solutions and money market investments to the bank’s customer base. Senior Associate Sales, Financial Markets is a highly specialised position.

Financial Markets assists our consumer and business customers navigate the significant volatility of changes in financial markets asset prices and the impact that volatility has on customer financial goals.

Financial Markets supports the funding of the group’s balance sheet growth and net interest margin performance on its liabilities through directly managing and growing the group’s portfolio of money market customers which includes entities such as listed corporates, fund managers, federal and state government authorities, councils, high net worth individuals and universities. Further, Financial Markets prices and manages any large deposits sourced via the network.

Financial Markets provides a range of specialist services to the Bank’s customers:

* FX services for the consumers and travellers of today who will be the homeowners of tomorrow.
* Essential solutions for our commercial customers to enable our business banking team to grow the group’s portfolio of trading business and broaden our commercial lending portfolio through attracting and retaining non-property commercial clients.

Financial Markets works closely with other parts of the Business Division as well as Consumer banking, Third Party, Wealth, Rural and other internal and external networks to achieve shared outcomes.

The Financial Markets business has a revenue focus with its three core products measured via profit and loss and customer satisfaction and engagement measures.

Financial Markets manages all FX exposures on behalf of the organisation.

Financial Markets uses complex financial instruments including derivatives to deliver positive outcomes for our customers and also to manage the risks that result from those customer driven flows directly with professional interbank counterparts.

# **Job Purpose**

The Senior Associate, Sales supports the Financial Markets business unit in delivering on its purpose of:

* Enabling the group’s customers to manage their interest rate and currency risk, hedge payment and funding needs and buy and sell foreign currency.
* Fulfilling group obligations in respect to funding balance sheet growth and managing net interest income
* Generating strong returns with a relatively small amount of supporting capital, ie high raroc
* Acting as a business enabler for other parts of the group
* Taking a lead role in customer acquisition, retention and satisfaction strategies
* Managing complex financial risks in accordance with group policy and reputational requirements

The Senior Associate, Sales is responsible for:

* Sales specialist for FX business customers
* Maintaining and growing a portfolio of Business FX customers and resultant revenue including portfolio breadth, depth, number of customers, types of transactions etc
* Delivering risk management and hedging solutions aligned to customer needs, as well as executing transactions over the phone or electronically with Business FX customers.
* Regulatory, operational and credit risks involved in managing their financial markets sales portfolio including customer classification, types of advice provided etc
* Developing and maintaining a robust pipeline of business activity
* Onboarding new and existing customers to the electronic dealing platform
* Building the Financial Markets profile across all levels with the group to enable support for the department to deliver on its key customer, group and risk objectives.

# **Reporting & Relationships**

This role reports directly to the Head of Sales, Financial Markets and is a sales specialist.

This role will have key relationships with all members of the Financial Markets team as well as stakeholders across the broader Group - including Business Banking, Consumer Banking, Group Treasury, Marketing, Payments, Settlements, Rural and Group Credit.

The importance of the role is driven by the complexity of its demands and being a sales specialist in a sophisticated segment, not from needing a large number of direct reports.

# **Key Accountabilities (6 – 8)**

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| **Key Result Area** | **Accountability** |
| Measurable Growth | * Including   + Customer revenue, profitability, cost to income ratio, efficiency   + Market share, new customers, customer retention   + Increased types, sophistication and number of transactions   + Customers dealing via different platforms – phone, electronic   + Raroc, roe   + Reputation * Collaboration and influence across other customer and corporate business units |
| Customers | * Provide excellent customer service that produces a quality customer experience for all customers * Acquire new customers to build the sustainability and value of the Financial Markets franchise. * Expand the value delivered to customers through quality conversations, understanding of their needs and delivering value to them |
| Risk | * Ensure that all risk management requirements are met * Manage in particular operational, credit, and regulatory risks as it relates to customers (eg wholesale / retail, general/ personal advice etc) |
| Engagement | * Work collaboratively with internal and external stakeholders. * Maintaining and developing existing interdepartmental relationships * Assist in the product and customer interactive development of fellow team members |
| Values | * Demonstrate consistent behaviour in accordance with the Bendigo and Adelaide Bank Values of Teamwork, Integrity, Performance, Engagement, Leadership and Passion. |

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| **Part B: Person Specification (Minimum Requirements)** |

# **Qualifications, Knowledge & Experience**

**Experience**

* Senior Associate Sales, Financial Markets is a specialist position
* Minimum 2-3 years foreign exchange experience and strong technical proficiency in the specialised field of Financial Markets.
* Sales exposure across different customer segments, such as consumer, business, commercial and corporate
* Experienced sales producer with a proven track record in delivering successful financial and sales results.

**Qualifications**

* Degree qualified
* AFMA (Australian Financial Markets Association) accredited

**Skills, knowledge and abilities**

* Excellent sales and presentation skills.
* Ability to influence and drive business retention and acquisition outcomes across the organisation.
* Strong knowledge of Financial Markets including sophisticated customer transactions, risk management techniques and portfolio revenue enhancement strategies
* Knowledge of the current Australian and international regulatory requirements for Financial Markets
* Commitment to and willingness to operate in an environment with diverse stakeholders, with varying objectives, to achieve a wide variety of outcomes.
* Dedicated focus on commercial customer solutions and risk management techniques
* Results focused
* Business developer
* Self-starter that can work closely with bank wide teams, key stakeholders and partners
* Understanding of the Bank’s regional and community engagement model

**Technical & Business Skills**

* Demonstrated markets and business acumen across different product solutions including foreign exchange, interest rates, derivatives, money markets, commodities and capital markets
* Experience in working with different customer segments including consumer, business, commercial and corporate is desirable
* Excellent written and verbal skills
* Specific knowledge and understanding of market risk, credit risk and operational risk, especially interest rate and foreign exchange risk in terms of both policy and management techniques

# **Organisation Chart**

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