



ProCredit. We are an international group of development-oriented commercial banks for micro, small and medium enterprises (MSMEs). We are active in Southeastern and Eastern Europe, South America and Germany. Our overarching goal is to combine a high developmental impact with economic success. This position is based in Frankfurt am Main at ProCredit Holding, the listed parent company of our banking group.

For our Group Retail team at ProCredit Holding in Frankfurt am Main, we are seeking a motivated

Senior Strategy Planning & Customer Segment Specialist (m/f/d) – Digital Banking

The Group Retail team in Frankfurt will be responsible to develop, execute and continuously monitor the implementation of the Groups and local ProCredit banks retail banking strategy, driving sustainable profitable growth in each country. The Group Retail team will conduct market research, identify and implement best practice in retail banking covering exceptional customer-centricity, excellent customer service, customer acquisition & retention and digital solution innovation. This role will be crucial in developing a targeted customers value proposition by driving and developing respective strategic initiatives.

Your role in our team:

- **Strategy Development:** Design and implement customer segmentation strategies based on deep digital insights and market analysis, ensuring alignment with overall business objectives
- **Customer-Centric Focus:** Lead the development of targeted value propositions that enhance the digital customer experience and increase engagement and retention
- **Digital Transformation:** Utilize your digital banking expertise to drive initiatives that integrate digital channels and solutions into customer segmentation strategies
- **Market Insights:** Conduct in-depth market research and competitive analysis to identify trends in digital banking and customer needs, ensuring our strategies are future-proof
- **Cross-Functional Collaboration:** Work closely with the Digital, Marketing, and Retail teams to execute customer-centric strategies across all customer touchpoints
- **Stakeholder Engagement:** Collaborate with key internal and external stakeholders to align on strategic goals, ensuring the successful implementation of customer segmentation initiatives
- **Performance Monitoring:** Continuously assess and optimize customer segmentation strategies based on performance metrics and customer feedback, ensuring sustained growth and profitability
- **Thought Leadership:** Stay ahead of industry trends and share insights on digital banking developments to influence strategy and innovation within the organization

What we expect:

- **Educational Background:** A degree in business, economics, finance, or a related field
- **Relevant Experience:** At least 5+ years of experience in strategic planning, customer segmentation, or a similar role, within digital banking or fintech
- **Strong Digital Banking Expertise:** Proven experience in digital banking product development, digital transformation, or customer-focused innovation within the banking sector
- **Customer-Centric Strategy:** Extensive experience in developing and executing customer-centric strategies, leveraging digital tools and technologies
- **Analytical Skills:** Strong ability to analyze complex data, market trends, and customer insights to create actionable strategies that drive business growth
- **Cross-Functional Leadership:** Experience working across teams in a fast-paced, international environment, with the ability to lead projects and manage relationships with various stakeholders
- **Communication & Collaboration:** Excellent communication, presentation, and project management skills
- **Innovative Mindset:** A proactive, innovative thinker who is comfortable challenging the status quo and driving change through digital solutions

What you can expect

- A pleasant and open working atmosphere and an international team
- Flat hierarchies and short decision paths
- Interesting and challenging tasks and cross-team project work
- Great location in the Bockenheim district of Frankfurt am Main
- Company pension scheme
- Deutschland Ticket (country-wide transportation pass valid on regional trams, busses and trains)
- EGYM Wellpass (membership valid at a number of gyms throughout Germany as well as for online fitness courses)
- JobRad (pick a bike and pay a monthly rental fee to the company with the option to buy after three years)

Have we caught your interest?

We look forward to receiving your application documents, including a motivation letter, salary expectation and desired starting date, by e-mail:

Jobs-group-retail@procredit-group.com

To learn more about the ProCredit group, please visit ProCredit Holding's website at:

www.procredit-holding.com



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