

**JOB PROFILE**

<b>Position Title:</b>	Manager, Women Banking – Almasi Lady
<b>Available position/s:</b>	1
<b>Division:</b>	Retail Banking
<b>Department:</b>	Islamic Banking
<b>Location:</b>	Head Office
<b>Reporting to:</b>	Head, Islamic Banking
<b>Job Reference No:</b>	NBK/RET/11/2026

**Position Scope:**

This position is responsible for driving the growth, outreach, and sustainability of the Almasi women banking program at National Bank -Amanah, by delivering Shariah-compliant financial and non-financial solutions tailored to women entrepreneurs and clients, deepening inclusion, and strengthening the Bank's position in the women market segment.

**Key Responsibilities:**

- Execute and manage the rollout of Almasi suite of products (asset financing, unsecured hybrid SME financing, mortgage finance, construction finance, trade financing, etc.)
- Guide product customization to ensure the needs of women entrepreneurs are met while preserving Shariah compliance.
- Promote non-financial services: advisory, capacity-building workshops, networking, procurement readiness programs, etc.
- Identify, segment, and onboard women business owners and women-involved enterprises ( $\geq 50\%$  women shareholding or management) as per Almasi eligibility criteria.
- Cultivate relationships with women's groups, associations, NGOs, development partners to source leads.
- Represent the bank in women entrepreneurship events, exhibitions (e.g. Almasi marketplace).
- Support procurement readiness of women-owned firms to access supply opportunities with the bank (20% procurement allocation).
- Assess financing proposals from women-owned / women-managed businesses: credit analysis, collateral, structuring.
- Monitor repayment performance, delinquency, recovery.
- Ensure compliance with the bank's credit policy, risk guidelines, and Shariah principles.
- Deliver high service standards, including dedicated Almasi teller counters.

- Serve as a specialist contact for women clients, resolving their inquiries, complaints, and ensuring seamless customer journeys.
- Track customer satisfaction, retention metrics relating, Advocacy & Internal Awareness.
- Train branch staff, sales teams, and relationship officers on the Almasi proposition, gender-sensitive sales and customer service.
- Promote internal awareness to ensure women banking is integrated into mainstream targets.
- Collaborate with marketing / communications to design campaigns, content for the Almasi website, knowledge hub, etc.
- Prepare performance reports, dashboards, forecasts (new clients, portfolio growth, NPAs, cross-sell, etc.)
- Monitor gender-tagged MIS / data tracking of women clients.
- Use market research to identify unmet needs or gaps and recommend product enhancements.
- Ensure adherence to Shariah advisory rulings, internal compliance, risk and legal protocols.
- Support audits and reviews of the Almasi program.
- Any other duties as may be assigned by Management from time to time.

**Education/Professional Qualifications, Skills & Experience:**

- Bachelor's degree in Finance, Banking, Islamic Finance, Business Administration or a business-related field from a recognized University.
- Professional Certification in Islamic Finance is an added advantage.
- A minimum of 7 years' experience in retail banking, SME banking, or women / inclusive finance of which at least 3 years in Relationship Management.
- Experience in credit evaluation, product marketing, business development
- Deep understanding of Shariah-compliant financing instruments
- Familiarity with gender-responsive banking or financial inclusion initiatives
- Strong communication, relationship-building, negotiation and presentation skills
- Analytical mindset; ability to translate insight into actionable strategies
- Integrity, ethical orientation, and commitment to compliance.
  
- Customer-oriented & empathy
- Target / sales driven
- Strategic thinking & innovation
- Stakeholder engagement
- Problem-solving & decision-making



- Teamwork & cross-functional collaboration
- Digital literacy (banking systems, data analytics, CRM)
- Adaptability & resilience

**How to Apply:**

- Send your CV and application letter showing how you meet the role requirement stated above to: [Recruitment@nationalbank.co.ke](mailto:Recruitment@nationalbank.co.ke) by **Thursday, 9<sup>th</sup> April 2026**
- Indicate Name of Job on email subject.
- Please note that applications received after the deadline will not be considered.
- Only shortlisted candidates will be contacted for the next stage/s of the process.