



JAMAICA MONEY MARKET BROKERS LTD

JOB DESCRIPTION & SPECIFICATIONS

JOB TITLE: SME Resource Centre Officer

DEPARTMENT: SME Unit

SECTION/UNIT: SME Resource Center

REPORTS DIRECTLY TO: Group SME Resource Center Lead

SCOPE OF JOB: As part of the growth and development plans for the SME Resource Center, the SME Resource Centre Officer will act as a partner to our SMEs, journeying and helping them throughout their entire business life cycle. He/She will manage relationships by consistently delivering exceptional client care, in keeping with JMMB's Client Partnership standards. This will be achieved by consistent monitoring, reporting, coaching and developing our SME clients to accelerate their businesses. He/She will also play a key role in the execution of strategies aimed at growing the loans and deposit base of the bank with JMMB's SMEs.

The SME Resource Centre Officer will also be responsible for managing a key project (see reference below). Specifically, he/she will support with the implementation and delivery of these projects to JMMB's SME clients to bolster our clients' growth across the Group.

Sales Support

- Identify SMEs who would benefit from the JMMB SME Resource Centre

- Onboard, build and manage your own pipeline, targeting companies in selected industries who are set for acceleration
- Spearheads the development of activities to acquire and grow JMMB's SME Portfolio in loans, deposits, investments, insurance and capital markets in accordance with the approved strategic plan and general leadership directives
- Provide support and represent JMMB in SME forums and discussions as assigned to help build profitable relationships with potential and existing clients in the SME sector (*e.g., giving brief speeches, making presentations*)
- Have the financial acumen to understand the market and coach clients based on their business needs
- Ensures that the service delivery and management of our SME client experience across several business lines is in keeping with agreed service standards and client experience guidelines
- Promote the JMMB's philosophy of the Vision of Love and its unique culture.
- Is engaged in the transformation process for the continuous improvement of the JMMB and its associated companies.
- Effective time management to drive the end to end process, progressing the company through the required stages

Strategy

- Facilitate a network of support for SMEs channeled through the Center. Works with the Group SME Resource Center Lead preparing SMEs to access appropriate solutions across JMMB Group
- Keeps abreast of and analyses internal, external, local and international factors likely to pose "threats" or "opportunities" in the SME Sector and works with the Resource Center Lead to create strategic plans to boost JMMB's foothold in the SME Market space
- Build and maintains SME Calendar of events to be shared with SME clients' monthly
- Builds and maintains our SME Resource Centre Club and SME Directory monthly
- Creates and updates content for use in the SME Resource Center with:
 - a. Bank of information with all interactions to ensure knowledge transcends throughout the organization
 - b. Tools for the creation of Financial Statements, Business Plan Development etc, as requested by clients
 - c. Assist with creating newsletters for disseminating information and educating our SME clients quarterly
- Build and maintain partnerships with outside institutions who have programs targeted towards helping SMEs
- Keep abreast of the sector by attending all relevant workshops, seminars or events targeted towards SMEs

Client Management

- Give advice to Clients that excites, empowers and guides him/her/them in planning to achieve their financial goals, through but not limited to the following activities:
 1. Interviews the Client to ensure there is a clear picture of the Client's financial savvy, status and goals

2. Distinguishes and explains the differences between the products/services of JMMB Group of Companies with that of perceived competitors.
 3. Coaching the client with the resources available in the Centre
 4. Refers the client to outside partners after conducting a needs analysis for the Client, preferably among JMMB's business partners, as is necessary and follows-up on referral to ensure Client's need was met, or takes appropriate action to re-direct Client.
 5. Monitors the client's progress with outside partners until they are ready to be offered Financial solutions from JMMB
- Demonstrate a detailed understanding of the customer's pain points and continuously work to ensure that these are addressed at each stage of the customer journey interaction
 - Strict adherence to the Group's guidelines governing SME Financial Planning Conversation
 - Demonstrate thorough knowledge of the Group's Financial Solutions, the benefits of each and the profile clientele for which each solution is best fitting
 - Expert knowledge of the range of financial solutions available to assisting SMEs to grow their businesses and become financially empowered

Special Projects

Apart from the above mentioned, each SME Resource Centre Officer will be responsible for managing a special project within the SME Resource Centre. These special projects include:

- Stakeholder Relations
- Private Equity
- Learning & Development

See reference below for particular duties associated with each project.

EDUCATION, TRAINING & WORK EXPERIENCE REQUIRED:

- BS, Business
- Experience in coaching and working with small businesses owners, entrepreneurs
- Experience in a fast moving and results oriented organization
- Team player in a culture that values and rewards innovation, professionalism, strong ethics, entrepreneurial thinking and fun
- Experience working directly with entrepreneurs and related programs
- Successful revenue generation and strong negotiation skills.
- Excellent oral and written communication skills. Skilled in the use and interpretation of non-verbal communication.
- At least 3 years work experience in finance, business, marketing, customer service, sales or other related fields
- High level of proficiency in the use of computers, including databases, CRM, spreadsheets and presentation programmes.

AUTHORITY:

- To initiate contact with professional peers in and outside of the industry
- To form strategic alliances with community leaders
- To recommend changes to JMMB’s products/services
- To request required data from other Team Leaders/ Department Heads.
- To recommend the format in which reports are best presented
- To select and prospect potential clients from JMMB’s database and other external sources.
- To explore financial solutions with Clients.
- To provide business development advice to clients on behalf of JMMB.
- To independently respond to internal and external queries using knowledge, creativity, initiative and sound judgement
- To appear on public education programmes as an expert/advisor in his/her field
- To identify and recommend training programmes which would enhance own on-the-job skills.
- To make recommendations to the Group SME Resource Center Lead, to improve the efficiency and profitability of the Company
- Expend funds up to the specified limit, within the approved budget
- Perform relief duties as the need arises
- Attend meetings in the absence of the Group SME Resource Center Lead

LIAISES WITH: **External** and **Internal** contacts absolutely essential for carrying out the duties of this position. (e.g. *CONTACT – Bank of Jamaica; FREQUENCY - daily/on-going; REASON - to confirm repurchases for JMMB; HOW – via telephone*).

EXTERNALLY

Small business associations
Development Bank
Third party partners
SME Clients

FREQUENCY & HOW

Monthly / Weekly

daily
Daily

REASON

Prospecting and Networking

Process on clientele referred
Coaching, prospecting & referral

INTERNALLY

SME Specialist
SME Partner

FREQUENCY & HOW

Daily
Daily

REASON

Referral
Referral

WORKING CONDITIONS:

List both the positive and negative working conditions associated with this job (e.g. *PHYSICAL - office environment, exposure to dust; SPECIAL - frequent travel, being on 24-hour call, numerous critical deadlines*).

PHYSICAL	FREQUENCY	% OF TIME
Normal office environment.	Daily	50%

SPECIAL	FREQUENCY	% OF TIME
Client visits	Daily / weekly	50%

REFERENCE

Special Project - Stakeholder Relationships

- Manage and monitor performance of partners within the SME Resource Centre
- Assist in reviewing, executing, renewing and/or monitoring all MOUs for partners within the SME Resource Centre
- Manage and implement SME Resource Centre Programmes such as the SME Accelerator Programme and the PowHERful – Women in Business Programmes, among others
- Support SME RC Officers with contract management, procurement activities, processing payments, and ensuring that all programme activity is conducted within JMMB's procurement rules
- Ensure proper management and reporting of results and monitoring and evaluating progress among SMEs in the respective programmes
- Assist with creation and delivery of workshops on topics relevant to SMEs across the Group
- Support SME RC Officers in the delivery of programmes and workshops, including administration and logistics support, arranging meetings, programme related travel, expenses and training
- Respond to internal and external enquiries about programme and workshop activities
- Provide flexible administrative support and occasional cover to other members within the SME Resource Centre

Special Project – Private Equity

- Conduct industry and market research to find appropriate fund management teams on behalf of JMMB's SME private equity clients
- Cultivate and maintain relationships with fund managers to ensure SME clients accessing private equity solutions are successful
- Analyze potential fund investment opportunities, including evaluating the fund manager's track record and investment
- Draft and present internal proposals for approval by our organization's Investment Committee and Board

- Negotiate, structure, and complete fund documentation for clients
- Support fund raising activities for the fund as needed
- Serve on Advisory Boards of portfolio entities, as required
- Attend annual investor meetings for underlying funds

Special Project – Learning & Development

- Prepare SME Resource Centre Newsletter quarterly and other educational material
- Prepare SME Resource Centre Calendar of events
- Plan, host and monitor results of monthly public and private workshops/events for SME Resource Centre
- Assist with the preparation of material for workshops/presentations
- Create an Educational library for the SME Unit where clients can have access to development material
- Create an information data base for SME clients to access industry information such as interest rates, inflation, FX rates, Investment
- Create strategies and tools to be used to maintain relationships with SME clients enhancing the customer care experience
- Liaise with Marketing to provide promotional support for SME Resource Centre public workshops
- Liaise with Marketing to facilitate creation and posting of invitations for public workshops on our social media platforms
- Liaise with Marketing to facilitate the posting of SME public workshops on JMMB's YouTube page
- Liaise with Marketing to identify possible promotional new features