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SCHEME OF SERVICE

Post: Marketing and Relationship Executive

The Salary will commensurate with experience and qualifications.

Qualifications

- Degree in Marketing or Finance or an equivalent qualification from a recognised institution acceptable to the Board.
- At least two years' experience in the marketing of loan products.
- Knowledge of marketing principles and customer relationship management will be an advantage.
- The incumbent should possess:
 - (i) good communication, interpersonal and negotiation skills
 - (ii) strong customer relationship and networking abilities
 - (iii) persuasive and negotiation skills
 - (iv) proactive and results-oriented approach
 - (v) ability to work independently and undertake extensive fieldwork
 - (vi) ability to identify business opportunities and convert leads into customers

Scheme of Duties

- Maintain an active presence on the field to identify, engage and convert prospective customers, while generating new business opportunities for the DBM Group.
- Establish, develop and maintain strong relationships with entrepreneurs, SMEs, economic operators, business associations and other stakeholders to expand the Group's customer base and market reach.
- Promote and market the products, financing schemes and services of the DBM Group to prospective and existing customers.
- Identify customer needs and provide appropriate guidance on financing solutions and services offered by the Group.
- Generate qualified business leads and ensure timely follow-up to maximize customer acquisition and conversion rates.
- Contribute to the achievement of business development, customer acquisition and portfolio growth targets.
- Conduct regular visits to industrial estates, business parks, SME clusters, commercial centres and other strategic locations to prospect for new business opportunities.

- Participate in roadshows, trade fairs, exhibitions, business forums, networking events and other promotional activities to enhance the visibility of the DBM Group and generate business leads.
- Promote cross-selling and up-selling opportunities across the Group's range of products and services.
- Develop, maintain and update a pipeline of prospective customers and ensure continuous follow-up to nurture and convert opportunities into business.
- Liaise with internal departments/units to facilitate the efficient processing of customer enquiries, applications and service requests.
- Gather and report market intelligence on customer needs, competitor activities, emerging sectors, business developments and market trends to support strategic decision-making.
- Assist in the planning and implementation of marketing, business development and customer engagement initiatives aimed at increasing awareness and uptake of the Group's products and services.
- Monitor customer satisfaction levels, collect feedback and recommend improvements to enhance customer experience and service delivery.
- Prepare periodic reports on field activities, customer interactions, leads generated, business opportunities identified and outcomes achieved.
- Ensure compliance with the Group's policies, procedures and regulatory requirements when interacting with customers and stakeholders.
- To spearhead the operation of any of the DBM Branches as and when warranted.
- To perform such other duties directly related to the main duties listed in the job specification or related to the delivery of the output and results in the roles ascribed to him/her.

24 August 2026