VACANCY

JOB TITLE	**:**	**LEAD: SALES & DISTRIBUTION**
REPORTS TO	**:**	**CHIEF EXECUTIVE OFFICER**
BUSINESS UNIT	**:**	**CEO OFFICE**
LOCATION	**:**	**HEAD OFFFICE: PRETORIA**
POSITION STATUS	**:**	**18 TO 24 - MONTHS FIXED TERM**
POSITION GRADE	**:**	**E4**

Purpose of the Job

The Sales and Distribution Lead plays a pivotal role in driving revenue growth through the acquisition and distribution of financial products and services. They are responsible, as part of the Postbank Exco team, for developing and implementing effective sales strategies, managing client relationships, and ensuring the attainment of sales targets. This role requires a combination of sales acumen, financial expertise, and excellent interpersonal skills.

Job Responsibilities

Sales & Distribution Strategy

- Develop and execute the bank's sales and distribution strategy aligned to the overall business strategy.
- Define channel, segment and geographic strategies to maximise customer reach and commercial returns.

Customer Acquisition & Growth

- Deliver agreed targets for new customer acquisition, active customers, customer retention and product penetration.
- Build sustainable acquisition engines across physical, digital and alternative channels.

Revenue & Profitability

- Deliver agreed revenue, deposits, lending, transaction volumes and profitability targets.
- Optimise customer economics, pricing, cross-sell and cost-to-serve

Distribution Network Optimisation

- Build and optimise the bank's distribution footprint across branches, ATMs, agents, retailers, digital channels, USSD and strategic partners.
- Ensure the distribution network is accessible, scalable and commercially sustainable

Sales Productivity

- Establish a high-performance sales culture with clear targets, performance metrics and accountability.
- Improve sales conversion, productivity per employee/channel and cost of acquisition.

Digital & Omnichannel Growth

- Accelerate migration of customers to digital and self-service channels.
- Create an integrated customer journey across physical and digital channels.

Customer Experience & Retention

- Improve customer onboarding, service experience, retention and complaint resolution.
- Use customer insights to identify and address barriers to growth

Partnerships & New Distribution Models

- Identify and establish strategic partnerships that extend the bank's reach and reduce distribution costs.
- Develop innovative models for reaching underserved and new customer segments

Sales Analytics & Performance Management

- Establish a robust sales performance dashboard and management rhythm.
- Use data and analytics to identify growth opportunities and continuously optimise channels and sales activity.

People & Leadership

- Build a high-performing sales and distribution organisation.
- Develop leadership capability, succession and a strong performance culture across the network
- Lead, motivate, and coach the sales team to achieve their sales targets and deliver exceptional customer service.
- Conduct regular performance evaluations, provide constructive feedback, and identify training needs.
- Foster a positive and collaborative work environment that encourages teamwork and professional development.

Risk, Compliance & Conduct

- Ensure sales and distribution activities comply with all applicable banking, regulatory, customer protection and risk requirements.
- Embed responsible selling and strong operational controls across all channels.

Transformation & Innovation

- Lead the transformation of the bank's distribution model to improve reach, efficiency, customer experience and commercial returns.
- Continuously identify new technologies, channels and operating models that create competitive advantage

Qualifications and Experience

- Post graduate degree in business administration, finance, marketing, or a related field
- Minimum 10 years' experience in retail and business banking sales at a senior management or executive level
- Strong knowledge of financial products and services, including loans, mortgages, investments, and insurance
- RE1 Exam completed and current, with the ability to fulfil Key Individual regulatory oversight responsibilities
- Demonstrated leadership abilities with a focus on driving results and fostering a high-performance culture
- Analytical mindset with the ability to interpret sales data and market trends
- Sound understanding of regulatory compliance and risk management principles in banking
- Solid understanding of South African banking regulations

Skills and Attributes

- **Commercial & Sales Leadership -** Ability to develop and execute a sales strategy that drives revenue, customer acquisition, deposits, lending and/or product penetration.
- **Distribution Strategy -** Partner with channel in designing and optimising the bank's distribution model across branches, digital, agents, partnerships, contact centres and other channels.
- **Customer Acquisition & Growth -** Building sustainable customer acquisition strategies, improving conversion and growing active customers and balances.
- **Sales Performance Management -** Setting targets, managing sales funnels, tracking KPIs, driving accountability and continuously improving sales productivity.
- **Channel Management -** Understanding the economics, capabilities and role of each channel and determining the right channel/customer proposition.
- **Revenue & Profitability Management -** Strong commercial understanding of income, margins, cost-to-serve, customer profitability and return on investment.
- **Digital & Omnichannel Sales -** Ability to shift customers towards digital channels while creating a seamless experience across physical and digital distribution.
- **Customer-Centricity -** Deep understanding of customer segments, needs, behaviours and propositions, translating these into acquisition and retention strategies.

- **Data & Analytics -** Using customer and sales data to identify opportunities, manage performance, improve conversion and make evidence-based decisions.
- **Strategic Partnerships -** Ability to identify and manage partnerships that expand distribution, customer reach and product sales.
- **Leadership & People Development -** Leading large, geographically dispersed sales teams; building a high-performance culture; coaching and developing sales leaders.
- **Change & Transformation -** Ability to transform traditional sales/distribution models and implement new ways of working, technology and processes.
- **Banking Product Knowledge -** Strong understanding of retail banking products such as transactional accounts, deposits, payments, lending, cards and digital banking.
- **Risk & Regulatory Management -** Understanding of **FAIS, FICA, AML, TCF, POPIA** and relevant banking regulations, with the ability to balance sales growth with responsible banking.
- **Customer Experience -** Improving onboarding, service, complaints resolution, retention and overall customer experience across channels.
- **Financial & Business Acumen -** Ability to translate strategy into budgets, business cases, commercial targets and measurable financial outcomes

How to Apply

If you wish to apply and meet the requirements, please forward your Curriculum Vitae (CV) to recruitmentNM@postbank.co.za . Please indicate in the subject line the position you are applying for. You may also apply via LinkedIn. To view the full position specification, log on to www.postbank.co.za and click on Careers.

Closing Date

20 November 2026

Disclaimers

The South African Postbank SOC Limited is committed to the achievement and maintenance of diversity and equity in employment, especially with regard to race, gender and disability. In compliance with the bank's employment equity plans, we encourage and welcome applications from diverse groups from the South African Employee active population. Correspondence will be limited to short-listed candidates only.

If you do not hear from the South African Postbank SOC Limited or its Agent within 3 months of this advertisement, please accept that your application has been unsuccessful. The South African Postbank SOC Limited reserves the right not to fill the positions or to re-advertise the positions at any time.

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