



**ProCredit. We are an international group of development-oriented commercial banks for micro, small and medium enterprises (MSME), as well as private individuals. 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.**

For our Group Retail team, we are seeking a motivated

## Retail Engagement Lead (m/f/d)

This position is based in Frankfurt am Main at ProCredit Holding, the listed parent company of our banking group.

The Group Retail team in Frankfurt will be responsible for developing, executing and continuously monitoring 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.

As Retail Engagement Lead, you will coordinate the development of CRM capabilities, ensure strategic alignment across countries, and drive the successful implementation of initiatives aimed at enhancing customer relationships and lifetime value.

**Your role in our team:**

- Acting as the main interface between the Group Retail team and local ProCredit banks
- Collecting, prioritizing and aligning CRM-related requests and development initiatives
- Leading and supporting the execution of CRM and customer engagement initiatives from idea to implementation, ensuring clear goals, timelines and outcomes
- Promoting the exchange of CRM and customer engagement best practices across countries, facilitating consistency and accelerating impact
- Ensuring that local engagement efforts are in line with the Group’s overall retail banking strategy and customer-centric objectives
- Coordinating with business, IT, data and marketing stakeholders to ensure successful implementation of CRM tools and processes at Group and local level

**What we expect:**

- A relevant university degree in business, economics, finance or related fields
- A minimum of 5 years professional experience in CRM, customer engagement or retail banking – ideally with exposure to CRM tools, segmentation strategies and customer lifecycle management
- A strong understanding of customer engagement strategies, backed by a data-driven mindset and experience with performance tracking
- Proven experience managing CRM-related initiatives or systems, preferably in an international context
- A high degree of social competence and excellent communication skills
- Excellent interpersonal skills coupled with an ability to coordinate diverse stakeholders and translate strategic goals into practical, actionable local implementations
- Proactiveness, ability to work structured and willingness to work side by side with teams across countries to achieve common goals
- An excellent command of written and spoken English, being the working language in the department and within the ProCredit group; knowledge of languages spoken in the countries in which the ProCredit group operates is an advantage

**What you can expect**

- The opportunity to drive impact at Group-level
- A pleasant, dynamic and open working atmosphere and an international team
- Flat hierarchies and short decision paths
- Interesting and challenging tasks and cross-team project work
- A value-driven working environment focused on sustainability, transparency, and long-term development
- Flexible work arrangements with options for remote work
- Well-connected office location in the Bockenheim district of Frankfurt am Main
- Comprehensive company benefits including a pension scheme, Deutschland Ticket (country-wide transportation pass), EGYM Wellpass (gym membership and online fitness), and JobRad (bike leasing program)
- Support with relocation for candidates moving from abroad

**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**

