

## VIE – Product Manager for Advans Mobile Application Advans Côte d'Ivoire

*Are you looking for new challenges in a dynamic and multicultural environment? Do you want to utilize your leadership and your entrepreneurial spirit alongside international teams committed to advance together for sustainable development? Do you have a passion for designing and deploying innovative technological solutions in complex business environments? Give meaning to your professional experience in joining our leading international microfinance group!*

This position is based in Abidjan for a period of 12 months, renewable.

### What will your role be?

Your mission will be to deliver the Advans Mobile Application in Côte d'Ivoire, a key channel to support financial inclusion and client satisfaction. To do so, you will deliver the adaptation of the Group version of the App to the local needs of Advans Côte d'Ivoire. Based in the BusDev department, you will be part of the dynamic Advans AIR+ team, as this App is part of a more global digital transformation roadmap. You will also support the BusDev department on projects linked to the digital transformation: digitization of payments in rural areas, development of new products for rural clients.

Your main responsibilities will be:

- ⊕ Lead the adaptation of the App:
  - Lay out the strategic roadmap of the app, based on local needs and market
  - Support in designing the business objectives and business case of the app
  - Produce the functional specifications
  - Follow-up the developments in an Agile mode; report on the progress
  - Design and carry out the testing with the final users
  - Create guides, procedures and working instructions on the app
  - Manage the stakeholders (AIR+ team, local users, Group product manager, etc.)
- ⊕ Support the launch of the mobile app, including in designing training, marketing / communication, and monitoring governance, in collaboration with Group and local stakeholders.
- ⊕ Monitor the performance and ensure continuous improvements of the app:
  - Track local Mobile app in terms of technical performance, customer usages and identified risks
  - Monitor client feedbacks and competition / market trends
  - Propose improvements for the local app
- ⊕ Coordinate the deployment of the app and products offers in rural areas:
  - Adapt the training for the financial inclusion agents
  - Monitor closely the usage of the app with rural clients
  - Support the BusDev department in the design and launch of new products and services in rural areas

### What kind of profile are we looking for?

You hold a bachelor or master's degree in management, finance, development or any relevant field and you are interested in financial inclusion and Advans's missions. You have:

- ⊕ Minimum 2 years of professional experience, including an experience as a Product Manager of a digital solution
- ⊕ An experience in Agile methodology and in user research
- ⊕ Ability of understanding of the business drivers in a complex market environment

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- ⊕ An experience in managing complex projects involving various internal and external stakeholders
- ⊕ Preferably an experience in working in a multi-cultural environment and in training local users
- ⊕ Fluency in French and English
- ⊕ Excellent communication skills – written and spoken; ability to write clear and thorough specifications and user stories
- ⊕ Strong organizational analysis and synthesis skills; flexibility to adapt to changing requirements and priorities

*Does this sound like you? You might just be the new team member we are looking for!*

**Apply now: [https://advans.aragon-erh.com/new\\_rec\\_portal/apply/3753/FR](https://advans.aragon-erh.com/new_rec_portal/apply/3753/FR)**

## Want to know more about Advans?

Advans is a leading microfinance group established in 2005. Advans mission is to respond to the need for financial services of small businesses and other populations who have ill-adapted, limited or no access to formal financial services. The Advans Group currently spans nine countries: Cambodia, Cameroon, Ghana, the Democratic Republic of Congo, Côte d'Ivoire, Pakistan, Nigeria, Tunisia and Myanmar. As at end June 21, the group served more than 1,100,000 clients and employed more than 7,600 staff. The group's shareholders are EIB, KfW, FMO, CDC Group plc, FISEA (AFD Group) and IFC.

Advans Côte d'Ivoire is a subsidiary of the international microfinance group Advans and started its activities in March 2012. The institution offers a full range of credit and deposit products to micro, small and medium enterprises in Côte d'Ivoire. Building on its success over its last years of operations, the institution aspires to continue its geographical expansion and to broaden its range of products and services in order to serve more effectively new segments (farmers, etc.).

