

<b>JOB TITLE</b>	:	<b>HEAD OF DESIGN</b>
<b>REPORTS TO</b>	:	<b>GENERAL MANAGER: CHANNELS (E2)</b>
<b>BUSINESS UNIT</b>	:	<b>CHANNEL AND DESIGN IN OPERATIONS</b>
<b>LOCATION</b>	:	<b>HEAD OFFICE: PRETORIA</b>
<b>POSITION STATUS</b>	:	<b>PERMANENT</b>
<b>POSITION GRADE</b>	:	<b>D5</b>

## Purpose of the Job

To lead the channel design strategy for Postbank, focusing on delivering a human-centred, innovative and cohesive customer experience across all digital and physical channels. This role oversees Design Thinking, UX/UI, Product Experience Design and overall Experience Transformation. Aligning solutions with the bank's business goals of meeting the needs of a financially diverse customer base. The role connects design, business strategy and technology, collaborating with cross-functional teams to enhance customer experience and competitively position the bank.

## Job Responsibilities

- Develop and execute Postbank's overall channel design strategy, aligning it with Postbank's business and brand goals.
- Work closely with senior leadership and cross-functional leads to shape channel vision and customer experience strategy, ensuring regulatory compliance and strategic alignment.
- Advocate for the role of design in digital transformation initiatives, improving customer journeys across all banking services, including mobile, web, and in-branch experiences.
- Define and communicate the Postbank human-centred design principles and vision to relevant Postbank stakeholders and staff.
- Establish and maintain best-in-class design standards and practices, including user research, prototyping, usability testing and agile development processes.
- Use design thinking methodologies to solve customer and operational challenges and enhance overall product value by integrating business goals and customer needs.
- Oversee design processes and activities from concept to completion, including user research, prototyping, usability testing, and Postbank stakeholder acceptance.
- Drive design operations, ensuring scalability and consistency in design delivery, design systems, and standards across the Postbank.
- Lead, coach, mentor, and provide subject matter guidance and creative direction to the design team to ensure alignment with Postbank brand and business goals.
- Foster a culture of innovation within the design team, promoting creativity, collaboration and high standards across Postbank products and services.
- Collaborate with external vendors and cross-functional teams within Postbank, including marketing and product, to integrate design into the product development lifecycle.
- Effectively manage design resourcing, ensuring design projects are delivered on time within budget with the required quality.
- Leverage technology, emerging trends (e.g. AI) and best practices advocating for adoption within Postbank to realise future-ready solutions.
- Champion and lead efforts to create products and services that democratise financial services, build trust and enhance the experience of all segments of society.

## Qualifications and Experience

- Bachelor's degree in business, IT, Marketing, or a related field.
- Postgraduate qualifications (e.g. d.MBA, MBA, MSC) are advantageous.
- Additional certifications in Design Thinking, UX, and Product Design are advantageous.
- 10+ years of design experience, especially in banking/financial services, with at least 5+ years in a leadership role.
- Proven track record in leading design teams, shaping design strategies, and delivering customer-centric digital products (apps, websites, banking platforms).
- Strong expertise in design thinking, user-centred design, UX/UI, service design, design systems and business design with experience working in Agile/Scrum environments.
- Demonstrated experience leading large design teams in a fast-paced, technology-driven environment.



## Knowledge and understanding of:

- Strong knowledge of financial services, telecommunications, fintech, and digital banking ecosystems
- Exceptional leadership, stakeholder management, and collaboration skills with cross-functional teams (Product, Tech, Marketing).
- Proficiency in design tools (Figma, Adobe Creative Suite, Sketch) and an understanding of front-end development principles.
- Strong analytical and problem-solving skills, with a data-driven approach to design decisions.
- Regulatory Knowledge (Understanding of banking compliance e.g., KYC, AML, POPIA and other relevant regulations).

## Skills and Attributes

Big-picture thinker with an eye for detail, strategic design leadership, Passionate about customer experience, financial inclusion, and public service, Team management, Stakeholder influence, Innovative mindset, Problem-solving, Adaptability, Communicative, Storytelling, Customer centric, Skilled in navigating complex, regulated environments with a focus on delivering value-driven results, Agile & Iterative Delivery, UX/UI digital product design, Design systems, Service design, Data driven decision making, Design tools (Figma, Adobe Creative Suite, Invision, etc), front end (HTML/CSS) IOS/Android design principles), Customer experience design, Brand and visual identity, User research, Data-driven design, Business acumen, Resilience, Collaborative, inclusive.

## How to Apply

If you wish to apply and meet the requirements, please forward your Curriculum Vitae (CV) to [RecruitmentSN@postbank.co.za](mailto:RecruitmentSN@postbank.co.za) Please indicate in the subject line the position you are applying for. To view the full position specification, log on to [www.postbank.co.za](http://www.postbank.co.za) and click on Careers.

## Closing Date

**13 August 2025**

## 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.

POPIA provides that everyone has the right to privacy and it includes a right to protection against the unlawful collection, retention, dissemination and use of personal information. By applying for employment you consent to the processing of your personal information with Postbank. Your personal information and any attached text or documentation are retained by Postbank for a period in accordance with relevant data legislation.