



# State Bank of India

Central Recruitment & Promotion Department  
Corporate Centre, Mumbai

Phone: 022-22820427; Fax: 022-22820411; E-mail: crpd@sbi.co.in

## RECRUITMENT OF SPECIALISTS FOR MARKETING DEPARTMENT (ON CONTRACT BASIS)

ADVERTISEMENT NO: CRPD/ SCO/ 2017-18/ 04

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| 1. Online Registration of Application starts from: <b>12.05.2017</b>  |
| 2. Last date for Online Registration of Application & Payment of Fees: <b>25.05.2017</b>  |
| 3. Last date for receipt of print out of Online application along with enclosures at undernoted address: <b>31.05.2017</b>                              |
| <b>Address: State Bank of India, Central Recruitment and Promotion Department, 3<sup>rd</sup> Floor, Atlanta Building, Nariman Point, Mumbai-400021</b> |

State Bank of India is looking for qualified and experienced candidate for the positions (detailed below) of Specialists for Marketing Department on contract basis.

### A. VACANCY:

Sl.	Name of Post	Category wise Vacancy							Total Vacancy
		Gen	OBC	SC	ST	OH	VI	HI	
1.	Senior Vice President (Brand/ Media/ Research)	1	-	-	-	-	-	-	1
2.	Vice President (Marketing Communications)	1	-	-	-	-	-	-	1
3.	Vice President (Digital Marketing)	1	-	-	-	-	-	-	1
4.	Vice President (Media Strategy & Operations)	1	-	-	-	-	-	-	1
5.	Senior Manager (Digital Marketing)	1	-	-	-	-	-	-	1

### B. OTHER DETAILS (Age, Educational Qualification, Experience, Key Skill, Key Responsibility Areas):

1.	<b>Senior Vice President (Brand/ Media/ Research)</b>
a.	<b>Age</b> – Not more than 40 years as on 31.03.2017.
b.	<b>Educational Qualification</b> – Graduate in any discipline. Candidates with MBA in Marketing from a recognized University/ Institution shall be preferred.
c.	<b>Experience</b> – Minimum 8 - 15 years of experience, with career experience either in BFSI/ Telecom or any other large service sector.
d.	<b>Key Responsibility Area</b> – 1. Strategize and implement effective marketing plans for different Business Units in line with their business objectives. 2. Develop sharp marketing briefs, based on compelling market/ consumer insights. 3. Adeptly manage different agency partners (creative, media, research etc.) and other vendors, to get them to deliver high quality output within defined marketing budget and timelines. 4. Drive value based cost efficiencies in media planning and other areas of marketing investments. 5. Develop a comprehensive digital marketing strategy to deliver to marketing objectives for various business units. 6. Aably manage team members' efficiencies and help them cultivate/ sharpen their skills in corporate communications. 7. Meticulous planning of Bank's marketing budget with absolute control over the same at all times. 8. Any other work as entrusted by the Chief Marketing Officer.

<b>2. Vice President (Marketing Communications)</b>	
a.	<b>Age</b> – Not more than 40 years as on 31.03.2017.
b.	<b>Educational Qualification</b> – Post Graduate/ MBA from a recognized University/ Institution.
c.	<b>Experience &amp; Key Skills –</b> <ol style="list-style-type: none"> <li>1. Minimum 10 years experience in varied roles including marketing communication. Work experience in a large Public Sector Bank, preferably with awareness of SBI work culture and management practices.</li> <li>2. Core experience in devising and implementing product marketing communications of retail banking products across mass media.</li> <li>3. Good understanding of consumer insights from across various demographic segments and cultural nuances of different states of India especially with respect to retail banking products.</li> <li>4. Proficiency in crafting compelling/ insightful briefs, that would inspire the advertising agency to develop effective and outstanding creative solutions/ campaigns.</li> </ol>
d.	<b>Key Responsibility Area –</b> <ol style="list-style-type: none"> <li>1. Design and implement insightful marketing strategy and advertising for Bank's products and services.</li> <li>2. Meet target scores on parameters of brand tracking study e.g. brand recall, consideration and other related metrics.</li> </ol>

<b>3. Vice President (Digital Marketing)</b>	
a.	<b>Age</b> – Not more than 40 years as on 31.03.2017.
b.	<b>Educational Qualification</b> – Engineer/ Post Graduate/ MBA from a recognized University/ Institution.
c.	<b>Experience &amp; Key Skills –</b> <ol style="list-style-type: none"> <li>1. Minimum 8 years experience in varied roles including Digital marketing. Work experience in a Public Sector Bank, preferably with awareness of SBI work culture and management practices.</li> <li>2. Core experience in product marketing using digital media platforms with specific experience in search &amp; display, SEO, SEM and programmatic.</li> <li>3. Very well versed with digital marketing measurement tools and its usage to draw key insights to optimize the campaign performance. Broad familiarity with contemporary DM technologies.</li> <li>4. Highly data oriented with good acumen for number crunching.</li> <li>5. Result oriented and a go-getting attitude. Highly digital oriented mindset with constant urge to stay abreast on digital marketing intelligence and proficiency.</li> </ol>
d.	<b>Key Responsibility Area –</b> <ol style="list-style-type: none"> <li>1. Design and implement digital marketing strategy for Bank's products/ services for lead generation, engagement and saliency purposes.</li> <li>2. Keep abreast of developments in the digital marketing sphere.</li> </ol>

<b>4. Vice President (Media Strategy &amp; Operations)</b>	
a.	<b>Age</b> – Not more than 40 years as on 31.03.2017.
b.	<b>Educational Qualification</b> – Post Graduate/ MBA from a recognized University/ Institution.
c.	<b>Experience &amp; Key Skills –</b> <ol style="list-style-type: none"> <li>1. Minimum 10 years experience in varied marketing roles including media strategy and operations. Work experience in a large Public Sector Bank, preferably with awareness of SBI work culture and management practices.</li> <li>2. Thorough understanding of the media landscape and consumption insight of different media in India.</li> <li>3. Excellent proficiency in engaging with media agencies in the context of media planning, buying/ negotiations and driving innovations.</li> <li>4. Well versed with media plan analysis with the ability to make course corrections.</li> <li>5. Highly data oriented with solid acumen for statistics.</li> </ol>
d.	<b>Key Responsibility Area –</b> <ol style="list-style-type: none"> <li>1. Ensure optimal media plans from media agencies that are clearly measurable.</li> <li>2. Maximize value to investment ratio across media.</li> </ol>

<b>5. Senior Manager (Digital Marketing)</b>	
<b>a. Age –</b>	Not more than 35 years as on 31.03.2017.
<b>b. Educational Qualification –</b>	Graduate in any discipline. Candidates with MBA in Marketing from a recognized University/ Institution shall be preferred.
<b>c. Experience –</b>	Minimum 2 - 4 years of experience with career experience of similar role in B2C Business/ Industry.
<b>d. Key Responsibility Area –</b>	<ol style="list-style-type: none"> <li>1. Support the AVP (Mainstream, Digital &amp; Sponsorship) in designing and implementing digital marketing campaigns for the Bank's suit of products &amp; services aligned to business objectives.</li> <li>2. Smooth management of agency partners (creative, digital etc.) and other related vendors to get them to deliver high quality output within defined marketing budget and timelines in a coordinated manner.</li> <li>3. Any other work as entrusted by the controllers.</li> </ol>

**C. SELECTION PROCEDURE:**

- i) Selection will be based on short listing and personal interview.
- ii) Candidates will be short-listed based on their qualification, experience and overall suitability.

**D. NATURE OF ENGAGEMENT: CONTRACTUAL** - Contract will be for a period of 3 years and will be renewable at the discretion of the Bank. The contract can be terminated at one month's notice on either side or on payment/ surrender of one month's compensation amount in lieu thereof.

**E. RENUMERATION:** The compensation package would comprise of fixed and variable components but not a limiting factor for a suitable candidate.

**F. APPLICATION FEE (Non Refundable): Rs. 600/- (Rupees Six hundred only)** to be paid through online mode of fee collection i.e. Internet Banking, Debit Cards, Credit Cards, etc. Application Fee once paid will **NOT** be refunded on any account nor can it be adjusted for any other examination or selection in future.

**G. How to Apply:**

• **GUIDELINES FOR FILLING ONLINE APPLICATION:**

- i) Candidates will be required to register themselves online through SBI website <https://bank.sbi/careers> OR <https://www.sbi.co.in/careers> and pay the application fee using Internet Banking/ Debit Card/ Credit Card etc.
- ii) Candidates should first scan their latest photograph and signature. Online application will not be registered unless candidate uploads his/her photo and signature as specified on the online registration page (under 'How to Apply').
- iii) Candidates should visit SBI website <https://bank.sbi/careers> OR <https://www.sbi.co.in/careers> and open the Online Application Form through the available link.
- iv) Candidates should fill the application carefully. Once the application is filled-in completely, candidate should submit the same. In the event of candidate not being able to fill the application in one go, he can save the information already entered. When the information/ application is saved, a provisional registration number and password is generated by the system and displayed on the screen. **Candidate should note down the registration number and password.** They can re-open the saved application using registration number and password and edit the particulars, if needed. This facility of editing the saved information will be available for three times only. Once the application is filled completely, candidate should submit the same and proceed for online payment of fee.

• **PAYMENT OF FEES:**

- i) Application fees and Intimation Charges (Non-refundable) is Rs.600/- for all candidates.
- ii) Fee payment will have to be made online through payment gateway available thereat.
- iii) After ensuring correctness of the particulars in the application form, candidates are required to pay the fees through payment gateway integrated with the application. No change/ edit in the application will be allowed thereafter.
- iv) The payment can be made by using Debit Card/ Credit Card/ Internet Banking etc. by providing information as asked on the screen. Transaction charges for online payment, if any, will be borne by the candidates.
- v) On successful completion of the transaction, e-receipt and application form, bearing the date of submission by the candidate, will be generated which should be printed and retained by the candidate.
- vi) If the online payment of fee is not successfully completed in first instance, please make fresh attempts to make online payment.
- vii) There is also a provision to reprint the e-Receipt and Application form containing fee details, at later stage.

• **DISPATCH OF PRINTOUT OF ONLINE APPLICATION:**

**Copy of the application (registered online) along with the undernoted documents should be sent to “State Bank of India, Central Recruitment & Promotion Department, Corporate Centre, 3rd Floor, Atlanta Building, Nariman Point, Mumbai - 400 021” by post immediately so as to reach us on or before 31.05.2017.**

- i) ID proof/ PAN Card
- ii) Proof of Date of Birth
- iii) Educational Certificates: Relevant Mark-Sheets/Degree Certificate
- iv) Experience certificates
- v) Brief resume
- vi) e-Receipt for fee payment
- vii) NOC from the employer, if presently employed with central/state govt. department/PSU/PSB/Nationalized Banks/ Quasi Government Bodies.
- viii) Form-16 as on 31.03.2016
- ix) Last Salary statement

**In case of non-receipt of printout of online application along with the required documents by 31.05.2017, the candidature will not be considered for short listing and interview.**

**H. General Instructions:**

- While applying for the post, the applicant should ensure that he/ she fulfils the eligibility and other norms mentioned above as on the specified date and that the particulars furnished by him/ her are correct in all respects.
- In case it is detected at any stage of recruitment that a candidate does not fulfill the eligibility norms and/ or that he/ she has furnished any incorrect/ false information or has suppressed any material fact(s), his/ her candidature will stand cancelled. If any of these shortcoming(s) is/ are detected even after appointment, his/ her services are liable to be terminated.
- Candidates belonging to reserved category including Persons with disabilities, for whom no reservation has been mentioned, are free to apply for vacancies announced for unreserved category and they must fulfill all the eligibility conditions applicable to unreserved category.
- Candidates should have valid e-mail ID which should be kept active during the currency of this recruitment exercise to receive call letters and other communications, if any.
- The candidates should be medically fit to move freely and undertake tours independently and should not be suffering from any major ailment(s) which may adversely impact his/ her performance in the Bank. Appointment of the selected candidate is subject to his/ her being declared medically fit by medical officer(s) appointed/ authorized by the Bank.
- The Bank takes no responsibility for any delay in receipt or loss of any communication in postal transit.
- The applicant should ensure that the application is strictly in accordance with the prescribed format and is properly and completely filled.
- Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and/ or an application in response thereto can be instituted only in Mumbai and courts/ tribunals/ forums at Mumbai only shall have sole & exclusive jurisdiction to try any case/ dispute.
- Outstation candidates, who will be called for interview after short-listing may be reimbursed Airfare (economy class) for the shortest route in India on the basis of actual journey. Local transportation will not be reimbursed. A candidate, if found ineligible for the post during interviews, will not be reimbursed any fare.

**HARD COPY OF COMPLETED APPLICATION WITH ENCLOSURES SHOULD REACH US LATEST BY 31<sup>ST</sup> MAY 2017**

**Mumbai,  
Date: 12.05.2017**

**GENERAL MANAGER  
(CRPD)**