

**Recruitment of Assistant Vice President(Media) in State Bank of India  
(CONTRACTUAL APPOINTMENT)  
Advertisement No. CRPD/SCO/2013-14/15**

State Bank of India, India's Largest Commercial Bank, is looking for qualified and experienced candidate for the position of Assistant Vice President (Media) on contractual basis at its Corporate Centre, Mumbai.

**POST: Assistant Vice President (Media), VACANCY: 1**

Online registration of application and payment of fees from: 03-03-2014 to 15-03-2014	Last date for receipt of printout of application along with copy of testimonials: 22-03-2014
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**Eligibility as on 01.03.2014**

**A. JOB PROFILE:**

- Assess various Media Channels available in the market and align the advertisement/publicity budget of the Bank, ensuring cost optimization, media mix and time period.
- Measure the effectiveness of the Bank's advertising campaigns in all media and suggest ongoing strategies for their improvement.
- Rationalize the Bank's spending on publicity campaigns.
- Conduct market research, identify new avenues of media and digital marketing and put up recommendations to all business verticals.
- Help the Business verticals in organizing events, campaigns and exhibitions for the promotion of products and services.
- Create Media releases and Press releases and assist in product presentations by all business verticals.
- Handle issues relating to advertisement and in-house publications of the Bank and price negotiation with the empanelled vendors.
- Manage marketing tools such as leaflets, posters, hoardings, pamphlets and advertisements in print and visual media.
- Plan advertisement Budget of the Bank and negotiate rates with the advertising agencies.
- Prepare monthly expenditure report of ad spend including expenses involved in marketing products and services.

<b>Type of job</b>	Contractual
<b>Age limit</b>	Maximum 40 years
<b>Educational Qualification</b>	Post Graduate Degree in Mass Communication/ Advertising/Marketing <b>OR</b> MBA in Mass Communication/Advertising/Marketing from a recognized university or reputed AICTE approved institute.
<b>Experience</b>	Minimum 5 years of experience in similar position in Bank or Financial Institution or any Public Sector Undertaking/other reputed large Organizations.
<b>Period of Contract</b>	3 Years subject to satisfactory review of performance after every 6 months. Contract may be renewed for a further period of two years at the sole discretion of the Bank. Candidate's performance appraisal will be done on half-yearly basis. The official should secure the minimum average qualifying score in the performance appraisal for his/her performance to be considered as satisfactory. At the end of one year, if the officer fails to secure the minimum average qualifying score in the performance appraisal, his/her performance will be deemed to be non-satisfactory and his/her contract will be terminated by the Bank, without prejudice, by giving one month's notice/one month's compensation, that is, 1/12th of CTC for the current year.
<b>Compensation</b>	The total emoluments (CTC) will be Rs 12 lacs per annum on cost to Bank basis.
<b>Other Allowance or benefits and Service Conditions</b>	Monthly Mobile charges, Halting allowance, Boarding & Lodging charges for performing outstation duties and leave eligibility shall be as applicable to other contract officers of the Bank (Management Trainees/Economists/CAs) except the provision of annual increment and career progression.
<b>Provident Fund/Bonus/Pension/ Gratuity</b>	The official will not be eligible for Provident Fund/Bonus/Pension during the period of contract or thereafter. They will not be eligible for membership of SBI Pension Fund/ Defined Contributions Pension Scheme (New Pension Scheme) and SBI Employees Provident Fund.

**B. SELECTION PROCEDURE:**

- i) Selection will be based on Case Study, Group Discussion and Personal Interview.
- ii) Candidates will be short-listed for Case Study, Group Discussion and Personal interview, based on their qualification and experience.

**C. HOW TO APPLY:**

- Candidates should have valid email ID which should be kept active till the declaration of results. It will help him/her in getting call letter/interview advices etc. by email.

**GUIDELINES FOR FILLING ONLINE APPLICATION :**

- i) Candidates will be required to register themselves online through Bank's website **www.statebankofindia.com** or **www.sbi.co.in** and pay the application fee using debit card/ credit card/ Internet Banking.
- ii) Candidates should first scan their photograph and signature as detailed under guidelines for scanning the photograph and signature given in Annexure I. Online application will not be registered unless candidate uploads his/her photo and signature as specified.
- iii) Candidates to visit Bank's website **www.statebankofindia.com** or **www.sbi.co.in** and open the appropriate Online Application Format, available in the 'Recruitment link'.
- iv) Fill the application carefully. Once the application is filled in completely, candidate should submit the data. In the event of candidate not able to fill the data in one go, he can save the data already entered. When the data is saved, a provisional registration number and password will be generated by the system and displayed on the screen. **Candidate should note down the registration number and password.** They can re-open the saved data using registration number and password and edit the particulars, if needed. This facility will be available for three times only. Once the application is filled in completely, candidate should submit the data and proceed for online fee payment.

**PAYMENT OF FEES :**

- I. **Application fees ₹ 500/-**
- II. Fee payment will have to be made online through payment gateway available thereat.
- III. After ensuring the correctness of the particulars of the application form candidates are required to pay fees through the payment gateway integrated with the application, following the instructions available on the screen. **No change/edit will be allowed thereafter.**
- IV. The payment can be made by using debit card/ credit card/ Internet Banking 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 with the date entered by the candidate will be generated; which should be printed.
- VI. If the online transaction is not successfully completed, please register again and make payment online.
- VII. There is also a provision to reprint the e-Receipt and Application form containing fee details, at later stage.

**D. A printout of the application registered online along with photocopies of (i) Proof of Date of Birth (ii) Educational certificates/mark-sheets (iii) Experience certificates (indicating area and period of service). (iv) Proof showing details of compensation package of present employment and also a write up on work responsibility/ special achievements should be sent to post box number 11504, Nariman Point, Mumbai – 400021 so as to reach the addressee by 22nd March 2014. The application received without these enclosures will be rejected.**

**E. GENERAL INFORMATION:**

- (i) Candidates, called for interview will be paid AC II railway fare by the shortest route in India.
- (ii) Appointment of selected candidate is subject to his/her being declared medically fit as per the requirement of the Bank. Such appointment will also be subject to the service and conduct rules of the Bank for such posts in the Bank, in force at the time of joining the Bank.
- (iii) Decisions of Bank in all matters regarding eligibility, selection etc. would be final and binding on the candidates. No representation or correspondence will be entertained by the Bank in this regard.

**Mumbai – 400021**

**General Manager**

**Dated: 01.03.2014**

**ANNEXURE I**

**(I) PHOTOGRAPH IMAGE :**

- Photograph must be a recent passport size colour picture.
- The picture should be in colour, against a light-coloured, preferably white, background.
- Look straight at the camera with a relaxed face
- If the picture is taken on a sunny day, have the sun behind you, or place yourself in the shade, so that you are not squinting and there are no harsh shadows
- If you have to use flash, ensure there's no "red-eye"
- If you wear glasses make sure that there are no reflections and your eyes can be clearly seen.
- Caps, hats and dark glasses are not acceptable. Religious headwear is allowed but it must not cover your face.
- Dimensions 200 x 230 pixels (preferred)
- Size of file should be between 20kb–50 kb
- Ensure that the size of the scanned image is not more than 50KB. If the size of the file is more than 50 KB, then adjust the settings of the scanner such as the DPI resolution, no. of colours etc., during the process of scanning.

**(ii) SIGNATURE IMAGE:**

- The applicant has to sign on white paper with Black Ink pen.
- The signature must be signed only by the applicant and not by any other person.
- If the Applicant's signature on the answer script, at the time of the examination, does not match the signature on the Attendance Sheet, the applicant will be disqualified.
- Dimensions 140 x 60 pixels (preferred)
- Size of file should be between 10kb – 20kb
- Ensure that the size of the scanned image is not more than 20KB

**SCANNING THE PHOTOGRAPH & SIGNATURE :**

- Set the scanner resolution to a minimum of 200 dpi (dots per inch)
- Set Color to True Color
- File Size as specified above
- Crop the image in the scanner to the edge of the photograph/signature, then use the upload editor to crop the image to the final size (as specified above).
- The image file should be JPG or JPEG format. An example file name is : image01.jpg or image01.jpeg Image dimensions can be checked by listing the folder files or moving the mouse over the file image icon.

Candidates using MS Windows/MsOffice can easily obtain photo and signature in .jpeg format not exceeding 50KB & 20KB respectively by using MS Paint or MSOffice Picture Manager. Scanned photograph and signature in any format can be saved in .jpg format by using 'Save As' option in the File menu and size can be reduced below 50KB(photograph) & 20KB(signature) by using crop and then resize option [Please see point (i) & (ii) above for the pixel size] in the 'Image' menu. Similar options are available in other photo editor also.

**If the file size and format are not as prescribed, an error message will be displayed.**

While filling in the Online Application Form the candidate will be provided with a link to upload his photograph and signature.

**Procedure for Uploading the Photograph and Signature**

- (i) There will be two separate links for uploading Photograph and Signature
- (ii) Click on the respective link "Upload Photograph / Signature"
- (iii) Browse & Select the location where the Scanned Photo / Signature file has been saved.
- (iv) Select the file by clicking on it.
- (v) Click the 'Upload' button.