

STATE BANK OF INDIA

CENTRAL RECRUITMENT & PROMOTION DEPARTMENT CORPORATE CENTRE, MUMBAI (Phone: 022-2282 0427; Fax: 022-2282 0411; E-mail: crpd@sbi.co.in)

RECRUITMENT OF SPECIALIST CADRE OFFICERS IN STATE BANK OF INDIA ON REGULAR BASIS ADVERTISEMENT No. CRPD/SCO/2020-21/18

Online Registration of Application and Online Payment of Fee: From 23.06.2020 To 13.07.2020

State Bank of India invites On-line application from Indian citizen for appointment in the following Specialist Cadre Officer posts on regular basis. Candidates are requested to apply On-line through the link given in Bank's website https://bank.sbi/careers or https://www.sbi.co.in/careers

- The process of Registration is complete only when fee is deposited with the Bank through Online mode on or before the last date for payment of fee.
- 2. Before applying, candidates are requested to ensure that they fulfill the eligibility criteria for the post as on the date of eligibility.
- 3. Candidates are required to upload all required documents (brief resume, ID proof, age proof, educational qualification, experience etc.) failing which their candidature will not be considered for short listing/interview.
- 4. Shortlisting will be purely provisional without verification of documents. Candidature will be subject to verification of all details/ documents with the original when a candidate reports for interview (if called).
- 5. In case a candidate is called for interview and is found not satisfying the eligibility criteria (Age, Educational Qualification and Experience etc.) he/ she will neither be allowed to appear for the interview nor be entitled for reimbursement of any travelling expenses. 6. Candidates are advised to check Bank's website https://bank.sbi/careers or https://www.sbi.co.in/careers regularly for details and updates (including the list of shortlisted/ qualified
- candidates). Call letter for interview, where required, will be sent by e-mail only (No hard copy will be sent). 7. In case more than one candidate scores same marks at cut-off marks in the final merit list (common marks at cut-off point), such candidates will be ranked in the merit according to their
- age in descending order.
- 8. HARD COPY OF APPLICATION & OTHER DOCUMENTS NOT TO BE SENT TO THIS OFFICE.
- 9. All revision / corrigenda will be hosted only on the Bank's above mentioned websites.

A. Details of Post /Grade/Vacancy/ Age/Selection Process/Place of Posting:

	Post	Grade	Vacancy							Age as on 01.01.2020				
Post Sr No.			GEN	ОВС	sc	ST	EWS	Total	PWD		Min Max	Max	Selection Procedure	Place of Posting *
									LD (OL)	Ħ	IVIIII IV	IVIAX		
1	Product Manager #	MMGS-III	5	1	-	-	-	6	1	-	-	35	Ol and Parking	
2	Manager (Data Analyst) #	MMGS-III	2	-	-	-	-	2	1	-	-	40	Short listing & Interview	Mumbai
3	Manager (Digital Marketing) #	MMGS-III	1	-	-	-	-	1	-	-	-	35	• Interview	1

- # A candidate can apply for one post only out of post Sr. No. 1 to 3.
- Place of posting is only indicative. The selected candidate may be posted anywhere in India.

Category: GEN- General Category, OBC- Other Backward Class, SC - Scheduled Caste, ST - Scheduled Tribe, EWS-Economically Weaker Section, PWD- Person with Disabilities, LD-Locomotor Disability, OL - One leg Impaired, HI-Hearing Impaired, MMGS- Middle Management Grade Scale

NOTE:

- 1. Candidate belonging to OBC category but coming in the 'creamy layer' are not entitled to OBC reservation and age relaxation. They should indicate their category as 'GENERAL' or GENERAL (PWD) as applicable.
- 2. The number of vacancies including reserved vacancies mentioned above are provisional and may vary according to the actual requirement of the Bank.
- 3. Bank reserves the right to cancel the recruitment process entirely at any time.
 4. A declaration will have to be submitted in the prescribed format by candidates seeking reservation under OBC category stating that he/she does not belong to the creamy layer as on 01.04.2020. OBC certificate containing the 'Non-creamy layer' clause, issued during the period 01.04.2020 to the date of interview, should be submitted by such candidates, if called for
- 5. Reservation for Person with Disability (PWD) is horizontal within the overall vacancies for the post.
- 6. PWD candidate should produce a certificate issued by a competent authority as per the Govt of India guidelines.
- 7. Maximum age indicated is for General category candidates. Relaxation in upper age limit will be available to reserved category candidates as per Government of India Guidelines.

 8. In cases where experience in a specific field is required, the relevant experience certificate must contains specifically that the candidate had experience in that specific field.
- 9. In cases the certificate of degree/diploma does not specify the field of specialization, the candidate will have to produce a certificate from the concerned university/college specifically mentioning the specialization.

(R) Details of Post & Grade/Educational Qualification/ Experience

Post Sr No.	Post & Grade	Educational Qualification	Post Basic Qualification Work Experience				
1	Product Manager (MMGS-III)		Minimum 5 years' post basic qualification experience as on 01.01.2020 as a product owner in the financial services space. Specific Skill (Preferred) as on 01.01.2020: -In-depth knowledge of Agile process and principles -Outstanding communication, presentation and leadership skills -Excellent organizational and time management skills -Sharp analytical and problem-solving skills -Creative thinker with a vision -Attention to detail				
2	Manager (Data Analyst) (MMGS-III)	Basic Qualification (Compulsory): Bachelor's degree in Statistics, Economics, Mathematics or Computer Science from recognized University/Institute	Minimum 8 years' post basic qualification experience as on 01.01.2020 with minimum 4 years' in data science in the financial services space in Supervisory/ Management role. -Experience in data models and reporting packages Specific Skill (Preferred) as on 01.01.2020: -Ability to analyze large datasets -Ability to write comprehensive reports -Strong verbal and written communication skills -An analytical mind and inclination for problem-solving -Attention to detail				

3	Manager (Digital Marketing) (MMGS-III)	Basic Qualification (Compulsory): MBA(Marketing)/PGDM(Marketing)/ PGDBM (Marketing)/MMS (Marketing) from recognized University/ Institute	Minimum 5 years' post basic qualification experience as on 01.01.2020 in digital marketing in financial services space in Supervisory/ Management role. Specific Skill (Preferred) as on 01.01.2020: Demonstrable experience leading and managing SEO/SEM/SMO, marketing database, email, social media and/odisplay advertising campaigns Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform an motivate Experience in optimizing landing pages and user funnels Experience with A/B and multivariate experiments Good knowledge of website and App analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends). Working knowledge of ad serving tools (e.g., DART, Atlas, Sizmek) Experience in setting up and optimizing Google Adwords and display campaigns Working knowledge of HTML, CSS, and JavaScript development and constraints. Strong analytical skills and data-driven thinking Upt-to-date with the latest trends and best practices in online marketing and measurement
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C. Job Profile & KRAs:

Post Sr No	Post & Grade	Job Profile & KRA in Brief
1	Product Manager (MMGS-III)	Job Profile: Defining the vision for the garage and individual journeys Collecting the business requirements from different sources, synthesizing and communicating the same to the tech team Leading the garage to design the re-imagined process and review the BRS Writing requisite notes and getting approvals from relevant authorities and committees (e.g. approach note, PIC note , CPPC approval) Co-ordinating with stakeholders across Business units (e.g. business teams, risk, legal, compliance, IT etc.) Co-ordinating with stakeholders in the tech team to ensure a timely delivery of the journey Driving business for the developed and launched journeys by designing the strategy to drive adoption for respective journeys Creating and sharing trackers with weekly deliverables to all stakeholders to create transparency about deliverables and progress KRA: Identify, prioritize and redesign core product/ processes for relevant BU. Responsible for revised process approval in coordination with BU's. Monitoring, tracking and organizing of all required SOP, manual, e-circular, e-lessons for proposed new product Responsible for collating the 'on-ground' feedback from the stakeholders. Responsible for achieving cost savings targets from the digital transformation. Achievements of targets for redeployment and staff from service to sales. Responsible for achieving manpower re-deployment targets from the digital transformation and the service of sales. Responsible for achieving manpower re-deployment targets from the digital transformation. Achievement of desired sales targets from launch of re-imagined customer journeys and products from Business units. Accurately complete item set up requirements and all related documents, communicate to concerned department, marketing and sales. Work to ensure that product specifications are precise and then communicate to concerned departments Coordinate with Marketing at B. Communications teams on new products launch programs on assigned categories. Understand competitive
2	Manager (Data Analyst) (MMGS-III)	Jub Profile: Translating business requirements to analytics use cases and liaise with GITC stakeholders Collecting and interpreting data on a regular basis for assessing success factors of key products and journeys and report it back to relevant members of the business Work with Product owners for defining KPI parameters for each of the work streams Play product owner role for Analytics work stream building new journeys for cross sell, upsell and target new customer conversion. Identifying patterns and trends in data sets Defining new data collection and analysis processes KRA: Interpret data, analyze results using statistical techniques and provide ongoing reports Identify, analyze, and interpret trends or patterns in complex data sets Filter and "cleam" data by reviewing multiple data sources and performance indicators to flag data sanity issues and follow up to resolve them Prioritize and follow up on business and information needs in line with management teams objectives Locate and define new process improvement opportunities PI. Impact through internal analytics intributives taken up TAT for internal analytics intributes taken up Any other work as entrusted by the Controller/Supervisor
3	Manager (Digital Marketing) (MMGS-III)	Job Profiles: Dive velop, implement, and manage marketing campaigns that promote the offers and campaigns Gather business requirement, share brief with respective stakeholders, run a brand sanity check, maintain design brand and design aesthetic, get creative approval and assure timely delivery and launch Enhance brand awareness and adoption across digital platforms (Internal and external) Optimize the usage of digital tools and channels for optimum deliverability and campaign impact Drive strategy to drive web/app traffic to further customer acquisition and engagement Measure the campaign performance and improve it based on campaign output and feedback Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus, etc. Create marketing strategy across channels — ODH, Social Media, in-house properties and create campaigns by creating the content idea, budget planning, and implementation schedules. Work with different team to ensure campaign execution and monitoring the results. Identify new avenues and channel for promotions of products and offers — to both targeted and non-targeted customer base. Propose new and improved ideas on inbound and outbound marketing campaigns KRA: Collect customer insights / feedback & create new propositions/ products for the various segment of the Bank through Online/ Offline and social media campaigns. Responsible for achieving growth targets for customer acquisition, sales, value chain financing for the Agriculture digital products. Ensure proper reconciliation of online transactions. Design and develop customer acquisition and GMV (Gross Merchandise Volume) growth targets from B2C and B2B partnerships. Signing of NDAs, Agreements, safe keeping of documents and taking care of legal aspects (including sourcing, negotiations and contracting). Design and velop customer acquisition and GMV (Gross Merchandise Volume) growth targets from B2C and B2B partnerships. Signing of NDAs, Agreements, safe keeping of documen

Remarks: Roles, in addition to the above mentioned Job Profile and KRAs, may be assigned by the Bank from time to time for any Post.

(D) Remuneration:

Grade	Scale of Pay					
Middle Management Grade Scale III (MMGS III)	42020-1310/5-48570-1460/2-51490					

The scale of pay applicable to different grade are furnished above. The official will be eligible for DA, HRA, CCA, PF, Contributory Pension Fund, LFC, Medical Facility etc. as per rules in force from time to time.

(E) How to Apply:

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

GUIDELINES FOR FILLING ONLINE APPLICATION:

- Candidates will be required to register themselves online through the link available on SBI website https://bank.sbi/careers OR https://www.sbi.co.in/careers and pay the application fee using Internet Banking/ Deb 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 (unde 'How to Apply").
- iii. Candidates should fill the application carefully. Once 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. iv. After registering online, the candidates are advised to take a printout of the system generated online application forms

GUIDELINES FOR PAYMENT OF FEES:

- 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
- 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.
 viii. Application Fee once paid will NOT be refunded on any account NOR can it be adjusted for any other examination or selection in future.

F. How to Upload Documents:

a. Details of Document to be uploaded:

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Brief Resume (PDF)
I. D Proof (PDF)
I. D Proof (PDF)
I. D Proof (PDF)
I. Proof of Date of Birth (PDF)
V. Educational Certificates: Relevant Mark-Sheets/ Degree Certificate (PIF)
I. Latest Salary slip (PDF)
II. Latest Salary slip (PDF)
III. PVID certificate. If applicable (PDF)
III. PVID certificate, if applicable (PDF)
III. PVID certificate, if applicable (PDF)
III. PVID certificate (PDF)

vii. PWD certificate, if applicable (PDF)
b. Photograph filet pype 3/ziez:
i. Photograph must be a recent passport style colour picture.
ii. Size of file should be between 20 th-50 kb and Dimensions 200 x 230 pixels
iii. Make sure that the picture is in colour, taken against a light-coloured, preferably white, background.
iii. Look straight at the camera with a relaxed face.
v. 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 harsh shadows
it. If you have to use flash, ensure there's no "red-eye"
it. If you have to use flash, ensure there's no red-eye"
it. If you wear glasses make sure that there are no reflections and your eyes can be clearly seen.
it. Caps, hats and dark glasses are not acceptable. Religious headwear is allowed but it must not cover your face.
it. 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 sca such as the DPI resolution, no. of colours etc., during the process of scanning.

uch as the DPI resolution, no. of colours etc., during the process of scanning.

Signature file type/ size:

The applicant has to sign on white paper with Black Ink pen.

The sipnature must be signed only by the applicant and not by any other person.

The signature will be used to put on the Call Letter and wherever necessary.

If the Applicant's signature on the answer script, at the time of the examination, does not match the signature on the Call Letter, the applicant or description.

e disqualified. Size of file should be between 10kb - 20kb and Dimensions 140 x 60 pixels. . Ensure that the size of the scanned image is not more than 20kb ii. Signature in CAPITAL LETTERS shall NOT be accepted.

All Documents must be in PDF format.

Page size of the document to be A4.

Size of the file should not be exceeding 500 KB.

No. In case of Document being scanned, please ensure it is saved as PDF and size not more than 500 KB as PDF. If the size of the file is more tha 500KB, then adjust the setting of the scanner such as the DPI resolution, no. of colors etc., during the process of scanning. Please ensure the Documents uploaded are clear and readable.

e. Guidelines for scanning of photograph/ signature/ documents:

The photo/ signature file should be JPG or JPEG format (i.e. file name should appear as: image01.jpg or image01.jpeg).

I. The photor signature fite should be JPG or JPEG format (i.e. fite name should appear as: imageU1, pgo mageU1, peg). Image dimensions can be checked by listing the folder/files or moving the mouse over the file image icon.
I. Candidates using MS Windows/ MSOffice can easily obtain photo and signature in jpeg format not exceeding 50kb & 20kb respectively by usin SP aint or MSOffice Picture Manager. Scanned photograph and signature in any format can be saved in .jpg format by using 'Save As' option ler File menu. The file size can be reduced below 50 kb (photograph) & 20 kb (signature) by using crop and then resize option (Please see point (ii) above for the pixel size) in the 'Image' menu. Similar options are available in other photo editor also.
ii. While filling in the Online Application Form the candidate will be provided with a link to uplead lisher photograph and signature.

i. There will be separate links for uploading each do
ii. Click on the respective link "Upload"

Browse & select the location where the PDF, DOC or DOCX file has been saved.

iii. Browse & select the location where the PDF, DOC or DOCX file has been saved.

iv. Select the file by clicking on it and Click the 'Upload' button.

v. Click Preview to confirm the document is upbaded and accessible properly before submitting the application. If the file size and format are not as prescribed, an error message will be displayed vi. Once uploaded' submitted, the Documents uploaded cannot be edited' changed.

vii. After uploading the photograph' signature in the online application form candidates should check that the images are clear and have been uploaded correctly. In case the photograph or signature is not prominently visible, the candidate may edit his/ her application and re-upload his/ her photograph or signature, prior to submitting the form. If the face in the photograph or signature, prior to submitting the form. If the face in the photograph or signature, prior to submitting the form.

Note: In case the face in the photograph or signature is unclear, the candidate application may be rejected. In case the photograph or signature is not prominently visible, the candidate may edit his/her application and re-load his/ her photograph or signature, prior to submitting the form

G. Call Letter For Interview:

Intimation/ call letter for interview will be sent by email or will be uploaded on Bank's website. NO HARD COPY WILL BE SENT.

H. Selection Process:

(For Posts SI, No. 1 To 3):

The selection of candidates from Post SI No. 1 to 3 will be based on Short listing and Interview.

Shortlisting: Mere fulfilling minimum qualification and experience will not vest any right in candidate for being called for interview. The Short listing Committee constituted by the Bank will decide the short listing parameters and thereafter, adequate number of candidates, as decided by the Bank will be shortlisted and called for interview. The decision of the bank to call the candidates for the interview shall be final. No correspondence will be entertained in this regard.

Interview: Interview will carry 100 marks. The qualifying marks in interview will be decided by Bank. No correspondence will be entertained in this regard

Merit List: Merit list for selection will be prepared in descending order on the basis of scores obtained in interview only. In case more than one candidate score the cut-off marks (common marks at cut-off point), such candidates will be ranked according to their age in descending order, in the merit.

I: General Information:

Before applying for a post, the applicant should ensure that he/ she fulfils the eligibility and other norms mentioned above for that post as on the specified date and that the particulars furnished by him/ her are corre in all respects.

II IN CASE IT IS DETECTED AT ANY STAGE OF RECRUITMENT THAT AN APPLICANT DOES NOT FULFIL THE FLIGIBILITY NORMS AND/ OR THAT HE/ SHE HAS FURNISHED ANY INCORRECT/ FALSE INFORMATION OR HAS SUPPRESSED ANY MATERIAL FACT(S), HIS/HER CANDIATURE WILL STAND CANCELLED. IF ANY OF THESE SHORTCOMINGS IS/ ARE DETECTED EVEN AFTER APPOINTMENT HIS/ HER SERVICES ARE LIABLE TO BE TERMINATED

iii. The applicant should ensure that the application is strictly in accordance with the prescribed format and is properly and completely filled.

iv. Appointment of selected candidate is provisional and 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 post in the Bank, in force at the time of joining the Bank.

v. Candidates are advised to keep their e-mail ID alive for receiving communication viz. call letters/ Interview date advices etc. vi. The Bank takes no responsibility for any delay in receipt or loss of any communication.

vii. Candidates belonging to reserved category including, for whom no reservation has been mentioned, are free to apply for vacancies announced for unreserved category provided, they must fulfill all the eliqibility conditions applicable to unreserved category.

viii. Candidates serving in Govt./ Quasi Govt. offices, Public Sector undertakings including Nationalized Banks and Financial Institutions are advised to submit 'No Objection Certificate' from their employer at the time of

interview, failing which their candidature may not be considered and travelling expenses, if any, otherwise admissible, will not be paid.

ix. In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the appointment.

x. Candidates are advised in their own interest to apply online well before the closing date and not to wait till the last date to avoid the possibility of disconnection / inability/ failure to log on to the website on account of

verification of police records etc. The bank reserves right to deny the appointment depending upon such disclosures and/or independent verification.

heavy load on internet or website jam. SBI does not assume any responsibility for the candidates not being able to submit their applications within the last date on account of aforesaid reasons or for any other reason nd the control of SBI.

DECISIONS OF BANK IN ALL MATTERS REGARDING ELIGIBILITY, CONDUCT OF INTERVIEW, OTHER TESTS AND SELECTION WOULD BE FINAL AND BINDING ON ALL CANDIDATES. NO REPRESENTATION OR CORRESPONDENCE WILL BE ENTERTAINED BY THE BANK IN THIS REGARD.

xii. The applicant shall be liable for civil/ criminal consequences in case the information submitted in his/ her application are found to be false at a later stage

xiii. Where interview without any written test is the mode of recruitment, merely satisfying the eligibility norms does not entitle a candidate to be called for interview. Bank reserves the right to call only the requisite number of candidates for the interview after preliminary screening/ short-listing with reference to candidate's qualification, suitability, experience etc.
xiv. In case of multiple application for single post, only the last valid (completed) application will be retained and the application fee/ intimation charge paid for other registration will stand forfeited. Multiple appearance by

a candidate for a single post in interview will be summarily rejected/candidature cancelled.

xx.In case of multiple applications for post Sr. No. 1 to 3, only the last valid (completed) application will be retained and the application fee/ intimation charge paid for other registration will stand forfeited. Multiple appearance in interview by a candidate for different posts (post Sr No. 1 to 3) will be summarily rejected/candidature cancelled.

xvi. 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 Mumba

only shall have sole and exclusive jurisdiction to try any cause/dispute.

xvii. Outstation candidates called for interview after short listing will be reimbursed the travel fare of AC-III tier (mail/ express only) for the shortest route in India or actual expenses incurred (whichever is lower). Local

transportation expenses will not be reimbursed. A candidate, if found ineligible for the post will not be permitted to appear in interview and will not be reimbursed any fare. xviii. BANK RESERVES RIGHT TO CANCEL THE RECRUITMENT PROCESS ENTIRELY AT ANY STAGE.

xix. The possibility of occurrence of some problem in administration of the examination cannot be ruled out completely, which may impact test delivery and/ or result from being generated. In that event, every effort wil be made to rectify such problem, which may include the conduct of another examination if considered necessary. xx. At the time of interview, the candidate will be required to provide details regarding criminal cases(s) pending against him/her, if any. The Bank may also conduct independent verification, inter alia, including

For any query, please write to us through link "CONTACT US/ Post Your Query" which is available on Bank's website (URL - https://bank.sbi/careers OR https://sbi.co.in/careers)

The Bank is not responsible for printing errors, if any

Mumbai GENERAL MANAGER Date: 23.06.2020 (CRPD)