



**STATE BANK OF INDIA**  
**CENTRAL RECRUITMENT & PROMOTION DEPARTMENT, CORPORATE**  
**CENTRE, ATLANTA BUILDING, NARIMAN POINT, MUMBAI**  
Phone no. 022-22820427, Fax 022-22820411, Email crpd@sbi.co.in

**Recruitment of Chief Marketing Officer in State Bank of India**  
**(on Contract Basis)**  
**Advertisement No. CRPD/SCO/2015-16/05**

**Online Registration of Application: 19.10.2015 to 26.10.2015**  
**Online Payment of Fee : 19.10.2015 to 26.10.2015**

State Bank of India, India's largest commercial Bank is looking for a self-driven professional with proven track record for the position of **Chief Marketing Officer (CMO)**

**A. JOB PROFILE:**

The **CMO** is a corporate executive responsible for the strategic positioning of Bank's corporate marketing functioning including brand strategy in protecting and enhancing the image of the Bank as preferred, tech savvy, trusted and customer oriented Bank in the financial services industry. He will be responsible for overall planning, developing and execution of public relations, all brand and product marketing, publicity, advertising, corporate communications and digital and social media marketing initiatives. He will ensure the brand standards and PR activities of the Bank across all channels through internal and external communications.

The CMO will have a team of support in fields like media , advertisement, public relations, marketing etc.

**B. ELIGIBILITY CRITERIA: (AS ON 01-10-2015)**

<b>Type of job</b>	Contractual
<b>Age limit</b>	Maximum 50 years of age.
<b>Educational Qualification</b>	The candidate should essentially have bachelor's or master's degree in Business Administration in any discipline from a recognized university or a reputed institute. Preference will be given for specialization in Advertising or marketing in MBA/BBA.
<b>Experience</b>	10 years well-rounded marketing or business development experience in positions of responsibility-with a focus on marketing expansion as well as three to five years of experience in a leadership role. The candidate must have adequate knowledge of analytics and usage of data.

**C. OTHER DETAILS:**

**Role & Responsibilities**

- i) To develop high level marketing and brand strategy in line with the strategic vision of the organisation.
- ii) To plan, direct and coordinate marketing budgets in accordance to organisational goals.
- iii) To develop and strengthen Bank's unique and compelling voice to build brand awareness, relevance, reputation and esteem among target audience and to ensure that brand standards are maintained across all channels through internal and external communication, PR and brand activities.
- iv) To ensure that the brand is strong and consistent in every marketing tactic and that the Bank's achievements, milestones, new launches and its success stories are communicated with passion, creativity and impact through various communication channels.
- v) To Generate Revenue: The CMO is also responsible to generate revenue by increasing sales through successful marketing for the entire organisation, using market research, pricing, product marketing, marketing communications, advertising, public relations and corporate social responsibility activities.
- vi) To lead communication team to create a best in class social media presence that empowers stakeholder to spread the Bank's brand virally.
- vii) Sales management, new business development, product development, distribution channel management and customer service. To ensure that organization's message is distributed across channels such as mobile platforms, video and social media and to targeted audience in order to meet sales objectives.
- viii) To perform various other tasks: Analytical tasks such as pricing and market research; Creative tasks such as designing advertising and promotions, and Interpersonal tasks such as coordinating many different styles of thinking in a single team.
- ix) Effectiveness of CSR Spends: The CMO will also be responsible for effective marketing of CSR activities with advertisement of their achievements and highlight their contribution made to the society. This reinforces a positive image of the Brand in the minds of the people.

<p><b>Skills &amp; Requirements</b></p>	<ul style="list-style-type: none"> <li>• As a senior-level marketing professional, a Chief Marketing Officer must be both analytical and creative, must have experience in developing high level marketing and brand strategy in line with the strategic vision of the organization.</li> <li>• He should be a visionary with a deep understanding of traditional and innovative marketing strategies and a proven track record of creating campaigns and initiatives that will drive and increase revenue.</li> <li>• He should also be an executive who understands the importance of aligning the organization internally around the brand and marketing objectives; a business leader with success in leveraging social media to strengthen Bank's brand and a marketing leader with the vision to seek out new promotional avenues to support Bank's goals and objectives.</li> </ul>
<p><b>Period of Contract</b></p>	<p>The term of office of the holder of the post shall be for 3 years, initially, extendable at the discretion of the Bank. The contract period will commence from the date he/she assumes the position as CMO in the Bank.</p> <p>The contract can be terminated at 1 months' notice on either side or on payment/surrender of one month's compensation amount in lieu thereof.</p>
<p><b>Remuneration</b></p>	<ul style="list-style-type: none"> <li>• The compensation package would comprise of fixed and variable components but not a limiting factor for suitable candidate and negotiable.</li> <li>• AVC will be released based on predetermined matrixes linked to achieving KRA/performance at the end of every year and reviewed after one year.</li> <li>• Apart from above compensation package the CMO will not be entitled to any other perquisites, facilities/benefits etc from the Bank.</li> </ul>
<p><b>Other Facilities</b></p>	<ul style="list-style-type: none"> <li>• In addition to Annual Fixed and Variable monetary component a reimbursement of insurance premium on actual basis within ceiling of Rs. 30,000/- per annum for obtaining a suitable medi-claim policy covering domiciliary as well as hospitalization expenses for treatment of self, spouse and dependent children up to two .</li> <li>• The CMO Travelling expenses / Halting allowance and eligibility for stay in hotel while on official duty, outside the Head Quarters, will be as applicable to the General Manager of the Bank.</li> </ul>

<b>Leave Details</b>	The official will be entitled to leave for 30 days per financial year. The official may be permitted leave on pro-rata basis in a given financial year with the approval of the Bank/authority to whom he/she reports. For the purpose of computation of leave, intervening Sundays/Holidays shall not be included. The Bank shall have absolute right in its discretion to either grant or reject the application for leave taking into consideration the administrative exigencies. The leaves not availed during a financial year will normally lapse and will not be carried over to the next financial year. However, if it has been on account of the Bank declining the leave, it may be encashed @ of monetary monthly compensation amount during a financial year.
<b>Working Hours</b>	Normal Working Hours of the Bank.
<b>Headquarter</b>	Corporate Centre, Mumbai.
<b>Reporting Authority</b>	Managing Director (National Banking Group).
<b>Other Terms and Conditions</b>	<ul style="list-style-type: none"> <li>• The appointment of CMO will be subject to satisfactory completion of Medical Examination as prescribed by the Bank and verification of testimonials.</li> <li>• The CMO will not take up any assignment with any other organization during the period of contract with the Bank.</li> <li>• The CMO will not exercise any administrative/financial powers during the period of engagement.</li> <li>• The engagement shall not be construed as an employment in the Bank and the Official is not eligible to claim Provident Fund/Bonus/Pension during the period of contract or thereafter.</li> <li>• The CMO will not be eligible for membership of SBI Pension Fund/Defined Contribution Pension Scheme (New Pension Scheme) and SBI Employee Provident Fund.</li> </ul>

**D. SELECTION PROCEDURE:**

- i) Selection will be based on shortlisting and Personal Interview.
- ii) Candidates will be short-listed for Personal interview, based on their qualification, experience and overall suitability.

**E. APPLICATION FEE (Non Refundable) :**

Rs. 1000/- (Rupees one thousand only) Application Fee once paid will NOT be refunded on any account nor can it be held in reserve for any other examination or selection.

## **F. HOW TO APPLY**

Please visit Bank's website [www.statebankofindia.com](http://www.statebankofindia.com) or [www.sbi.co.in](http://www.sbi.co.in) -> careers with us -> Appointment of Chief Marketing Officer in State Bank India 2015 for detailed guideline and procedure regarding a) Application Registration b) Payment of Fees c) Photograph & signature scan & upload.

The scanned copy of downloaded online application duly signed along with scanned copies of Photo ID, Brief resume, diploma/ degree /specialization certificates, document indicating area of exposure (if any) should be sent to **Central Recruitment & Promotion Department by 29.10.2015 on email address [crpd@sbi.co.in](mailto:crpd@sbi.co.in).**

**If scanned copies of application and testimonials are not received by 29.10.2015 application will be rejected.**

## **G. GENERAL INFORMATION:**

(i) Candidates, called for interview will be paid Airfare (Economy) / 1 AC 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 - 400 021**  
**Dated : 14.10.2015**

**General Manager (CRPD)**