



**RECRUITMENT OF OFFICERS IN SPECIALIZED POSITIONS IN STATE BANK OF INDIA**

ADVERTISEMENT NO. CRPD/SCO/2016-17/04

1. Online Registration of Application starts from: **02.06.2016**

2. Last date for Online Registration of Application & Payment of Fees: **14.06.2016**

3. Last date for receipt of the print out of Online application along with enclosures at SBI, CRPD, Corporate Centre Mumbai: **20.06.2016**

State Bank of India invites Online applications from Indian citizens for appointment in following Positions in Specialist Cadre on contract basis in State Bank of India. Candidates are requested to apply Online through link given in "Latest Announcements" section of Bank's website <https://www.sbi.co.in/careers>.

**PLEASE NOTE THAT**

1. A candidate can apply for only one post under this project.
2. The process of Registration of application is complete only when fee is deposited with the Bank through Online mode on or before the last date for fee payment.
3. Before applying, candidates are requested to ensure that they fulfill the eligibility criteria for the post as on the date of eligibility. Shortlisting & interview will be purely provisional without verification of documents. Candidature will be subject to verification of details/documents when the candidate report for interview if called.
4. Candidates are advised to check Bank's website <https://www.sbi.co.in/careers> for details and updates.

**VACANCIES AND OTHER DETAILS IN RESPECT OF VARIOUS POSTS ARE DETAILED BELOW:**

S. No.	Position	Vac	Maximum AGE (as on 01.06.2016)	Minimum Educational Qualification (as on 01.06.2016)	Experience (as on 01.06.2016)
1.	Business Analyst	1	40 Years	B.E./B.Tech in Computer Science/Information Technology/Electronics from reputed University. Preference will be given to candidates with MBA/equivalent degree from any reputed institution.	Minimum 7 years of relevant work experience.
2.	Customer Service Analyst	1	40 Years	B.E./B.Tech in Computer Science/Information Technology/Electronics from reputed University. Preference will be given to candidates with MBA/equivalent from reputed institution.	Minimum 7 years of relevant work experience.
3.	Sr. Manager (Marketing)	1	35 Years	B.E./B.Tech. Candidates with MBA (Marketing) or equivalent from reputed institution are preferred.	Minimum 5 years of digital work experience.
4.	Relationship Manager (Marketing)	2	32 Years	B.E./B.Tech. Candidates with MBA (Marketing)/equivalent from reputed institution shall be preferred.	Minimum 3 years of relevant work experience.
5.	Assistant Relationship Manager (Marketing)	2	30 Years	B.E./B.Tech. Candidates with MBA (Marketing)/equivalent from reputed institution shall be preferred.	Minimum 1 years of relevant work experience.
6.	Sr. Manager (Servicing)	1	35 Years	B.E./B.Tech. Candidates with MBA/equivalent from reputed institution are preferred.	Minimum 5 years of relevant work experience.
7.	Manager (Servicing)	2	30 Years	B.E./B.Tech. Candidates with MBA/equivalent from reputed institution shall be preferred.	Minimum 2 years of relevant work experience.
8.	Project Manager	2	42 Years	B.E./B.Tech. Candidates with MBA/equivalent from reputed institution are preferred.	Minimum 5 years of experience as Project Manager for managing large e-commerce projects, mobile and tablet applications. Preference will be given to candidates from e-Tailers and e-Commerce companies with execution experience of large projects.
9.	Digital System Architect	2	40 Years	B.E./B.Tech in Computer Science/IT/Electronics. OR MCA/M.Sc. (IT)/M.Sc. (Computer Science) from recognised university.	Minimum 5 years of experience in Architecture of e-commerce & dot com businesses, mobile applications. Preference will be given to candidates working in companies with execution skill of very large projects.
10.	System/Business Analyst	2	40 Years	MBA in System/Finance/Operations or equivalent from reputed institution. Should be computer/IT engineering graduate prior to MBA.	Minimum 5 years of experience in IT Business Analyst role for e-commerce industry. Preferred candidates would be from Financial services IT captive organisations. Should possess expertise in process engineering and understanding of business requirements to convert them into technical.
11.	Analyst (Analytics)	3	35 Years	Degree in Statistics or equivalent qualification from reputed institute, preferably Indian Statistical Institute.	Minimum 3 years of data modelling experience in strategic planning, business model analysis, process design, systems analysis etc. Candidates having experience in BFSI are preferred.

**NOTE:**

1. **PERIOD OF CONTRACT:** For an initial period of 3 years, extendable further at discretion of the bank. The contract can be terminated at one month notice on either side or payment / surrender of one month compensation amount in lieu thereof.
2. **REMUNERATION:** Remuneration offered will be on CTC basis and is negotiable based on candidate's qualifications, experience and overall suitability for the respective posts.
3. The number of vacancies mentioned above are provisional and may vary according to the actual requirement of the Bank.
4. Candidates applying for a particular post may be considered for anyother post mentioned in the advertisement, at the discretion of the Bank.

**A. JOB PROFILE:**

Position	Job Profile	
Business Analyst	<ol style="list-style-type: none"> <li>Tracking the competition and developments in the industry to manage the process of new product development and ongoing product development</li> <li>To devise strategies to launch various competitive products (in digital banking) in a timely and cost-efficient manner in the digital environment for increasing customer satisfaction, Bank's market share and profitability.</li> <li>Increase in level of business/Number of customers acquired.</li> <li>Analysis of seller data and outcome achieved.</li> <li>To devise/construct campaigns based on analytics.</li> <li>Managing the setting of overall user accounts penetration and account acquisition targets/objectives to develop top line and bottom line for the top down leg of the budgeting process.</li> <li>Close coordination with IT for translation product specifications into tech specifications.</li> </ol>	Any other matter, as may be entrusted by the Bank from time to time.
Customer Service Analyst	<ol style="list-style-type: none"> <li>Regularly conduct market surveys and collect feedback of customers in respect of digital banking.</li> <li>Identify customers' needs in the digital environment and ways to address them.</li> <li>Enhance awareness, sensitivity and responsiveness to customer needs at all levels.</li> <li>Monitor Customer Service levels and Customer Satisfaction.</li> <li>Define proactive strategies for continuous improvement in Customer Service levels.</li> <li>Identify systemic areas that cause frequent customer complaints and arrange for their rectification.</li> <li>Suggest measures to be adopted to delight customers based on feedback/analysis.</li> </ol>	
Sr. Manager (Marketing)	<ol style="list-style-type: none"> <li>To take care of legal and commercial contracts.</li> <li>Tie ups with merchants/online sellers and acquisition of customers.</li> <li>Increase in income as per the targets relating to digital banking.</li> <li>Proactively arranging meetings with executives of e-Commerce players/Aggregators /IT vendors.</li> <li>Negotiations/Interactions with Vendors/Technology Solution Providers to enable to have win-win situation.</li> <li>Formulation and execution of business strategy/marketing plan in coordination with Business Analyst and Customer Service Analyst.</li> <li>Customization of products as per industry trends and keeping in view average size of transactions, no. of hits etc.</li> <li>Arranging marketing campaigns including social media and digital marketing.</li> </ol>	
Relationship Manager (Marketing)	<ol style="list-style-type: none"> <li>Providing Marketing support by suggesting new creative/products based on market/industry requirements.</li> <li>Tie ups done with merchants/online sellers.</li> <li>Acquisition of customers.</li> <li>Increase in income as per the targets relating to digital banking.</li> <li>Proactively arranging meetings with executives of e-Commerce players/Aggregators /IT vendors.</li> <li>Negotiations/Interactions with Vendors/Technology Solution Providers to enable to have win-win situation.</li> <li>Ensuring prompt customer service and complaint management.</li> <li>Arranging marketing campaigns including social media and digital marketing.</li> </ol>	
Assistant Relationship Manager (Marketing)	<ol style="list-style-type: none"> <li>Providing Marketing support by suggesting new creative/products based on market/industry requirements.</li> <li>Tie ups done with merchants/online sellers.</li> <li>Acquisition of customers.</li> <li>Increase in income as per the targets.</li> <li>Proactively arranging meetings with executives of e-Commerce players/Aggregators/IT vendors.</li> <li>Negotiations/Interactions with Vendors/Technology Solution Providers to enable to have win-win situation.</li> </ol>	
Sr. Manager (Servicing)	<ol style="list-style-type: none"> <li>To take care of legal and commercial contracts.</li> <li>Coordination with IT vertical and vendor for fulfilment i.e., reconciliation, cashbacks, etc.</li> <li>Negotiations/Interactions with Vendors/Technology Solution Providers to enable to have win-win situation.</li> <li>Developing a water tight system to plug income leakages and ensure proper reconciliation of online transactions.</li> <li>Ensuring prompt customer service and complaint management.</li> <li>Coordination/servicing for e-Commerce/digital setup.</li> </ol>	
Manager (Servicing)	<ol style="list-style-type: none"> <li>Providing Marketing support by suggesting new creative/products based on market/industry requirements.</li> <li>Developing a water tight system to plug income leakages and ensure proper reconciliation of online transactions.</li> <li>Negotiations/Interactions with Vendors/Technology Solution Providers to enable to have win-win situation.</li> <li>Ensuring prompt customer service and complaint management.</li> </ol>	
Project Manager	<ol style="list-style-type: none"> <li>Plan and monitor activities related to digital initiatives/projects.</li> <li>Guide vendors for their development and design related to digital initiatives/projects.</li> <li>Information Security Risk management related to digital initiatives/projects.</li> <li>Incident Management related to digital initiatives/projects.</li> <li>Hardware Management like space management, uptime, downtime, memory etc. Related to digital initiatives/projects.</li> <li>Support for IT hardware/application related queries related to digital initiatives/projects.</li> </ol>	
Digital System Architect	<ol style="list-style-type: none"> <li>Study, analyse and design business, data, application and technology architecture for digital initiatives/projects.</li> <li>Create blueprint of architecture for digital initiatives/projects.</li> <li>Interfacing of different applications with digital initiatives/projects.</li> <li>Infrastructure set up for digital initiatives/projects.</li> </ol>	
System/Business Analyst	<ol style="list-style-type: none"> <li>Converting the business requirement of digital initiatives/projects. into technical.</li> <li>Guide vendors for their development and design related to digital initiatives/projects.</li> <li>Engage outsourced agencies</li> <li>Co-ordinate with outsourced agencies.</li> <li>Effective follow-up with &amp; guidance to respective stakeholders.</li> </ol>	
Analyst (Analytics)	<ol style="list-style-type: none"> <li>Data extracts for various analytical studies.</li> <li>Development and maintenance of dashboards and interactive reports.</li> <li>Co-ordination with Enterprise Data Warehouse Project and other Data Sources for timely data acquisition.</li> <li>Analysis of data to generate business insights and leads</li> <li>Implementation of statistical &amp; Predictive Models</li> <li>Development of analytical models</li> <li>Regular monitoring and follow up of data gaps/anomalies detected during analysis and exception reports with Business Units/Operating functionaries.</li> </ol>	

**B. SELECTION PROCEDURE:** Selection will be based on Short listing and Personal Interview.

**Interview:** Adequate number of candidates as decided by the Bank will be shortlisted based on their qualification, experience and overall suitability for Interview. The qualifying marks in Interview will be as decided by the Bank.

**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 mark at cut off point], such candidates will be ranked according to their age in descending order, both in the select list as well as in the wait list.

### 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.

#### a) GUIDELINES FOR FILLING ONLINE APPLICATION:

- Candidates will be required to register themselves online through Bank's website <https://www.sbi.co.in/careers> and pay the application fee using debit card/ credit card/ Internet Banking etc.
- 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.
- Candidates should visit Bank's website <https://www.sbi.co.in/careers> and open the appropriate Online Application Format, available in the 'Latest Announcements'.
- Candidates should 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.

#### b) PAYMENT OF FEES:

- Application fees and Intimation Charges (Non-refundable) ₹ 600/-.
- Fee payment will have to be made online through payment gateway available thereat.
- 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. No change/edit will be allowed thereafter.
- 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.
- 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 and retained by the candidate.
- If the online transaction is not successfully completed, please register again and make payment online.
- There is also a provision to reprint the e-Receipt and Application form containing fee details, at later stage.

#### c) Copies of the application (registered online) along with photocopies of (i) ID proof (ii) Proof of Date of Birth (iii) Educational Certificates: Mark-Sheets/Degree Certificate (iv) Experience certificates (v) Brief resume (vi) e-Receipt for fee payment as applicable should be sent to "State Bank of India, Central Recruitment & Promotion Department, Corporate Centre, 3rd Floor, Atlanta Building, Nariman Point, Mumbai - 400 021" by 20th June 2016 by post. The envelope should subscribe the name of the post for which applied.

In case of non-receipt of hard copies of online application with required documents by the aforesaid date, their candidature will not be considered for short listing and interview.

### E) GENERAL INFORMATION:

- Candidates should satisfy themselves about their eligibility for the post applied for.
- Candidates serving in Govt./Quasi Govt. offices, Public Sector undertakings including Nationalised 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.
- In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the appointment.
- Candidates are advised in their own interest to apply online much 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 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 beyond the control of SBI.
- IN CASE IT IS DETECTED AT ANY STAGE OF RECRUITMENT THAT A CANDIDATE DOES NOT FULFIL 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 SHORTCOMINGS IS / ARE DETECTED EVEN AFTER APPOINTMENT, HIS /HER SERVICES ARE LIABLE TO BE TERMINATED.
- Candidates are advised to keep their e-mail ID alive for receiving advices, viz. call letters/ Interview date advices etc.
- 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.
- 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 post in the Bank, in force at the time of joining the Bank.
- 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 and exclusive jurisdiction to try any cause/dispute.

Mumbai - 400021  
Dated: 01.06.2016

General Manager