

RECRUITMENT OF OFFICERS IN SPECIALIZED POSITIONS IN STATE BANK OF INDIA

ADVERTISEMENT NO. CRPD/SCO-IT/2016-17/08

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| 1. Online Registration of Application starts from: 22.08.2016 | 2. Last date for Online Registration of Application & Payment of Fees: 05.09.2016 |
| 3. Last date for receipt of the print out of Online application along with enclosures at SBI, CRPD, Corporate Centre, Mumbai: 10.09.2016 | |

State Bank of India invites Online applications from Indian citizens for appointment in following Positions in Specialist Cadre 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

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| 1. | A candidate can apply for only one post under this project. |
| 2. | The process of Registration of application is completed 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 fulfil 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 reports 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 AS DETAILED BELOW:

| S. No. | Position | Vacancy | | | | | Age as on 01.08.2016 | | Minimum Educational Qualification (as on 01.08.2016) | Experience (as on 01.08.2016) |
|--------|---|---------|---------|-----|----|----|----------------------|--------|--|---|
| | | Total | General | OBC | SC | ST | Min | Max | | |
| 1. | Vice President (Online Fulfilment/ Integration and Journeys/ Superstore Fulfilment) | 3 | 1 | 1 | 1 | - | 26 Yrs | 40 Yrs | MBA in Finance/Marketing or equivalent degree from reputed Institute, Preference will be given to candidates with BE/BTech in Computer Science/Information Technology/Electronics from reputed University/Institute. | Minimum 5 years of relevant work experience in (i) Online Fulfilment. OR (ii) Integration & Journeys OR (iii) Superstore Fulfilment. |
| 2. | Product Development Managers (e2e Digitisation) | 3 | 3 | - | - | - | 24 Yrs | 32 Yrs | B.E./BTech in Computer Science/ Information Technology/Electronics from reputed University. Preference will be given to candidates with MBA. | Minimum 3 years of relevant work experience in Banking/Financial Institutions |
| 3. | Senior Manager (e-Commerce) | 3 | 3 | - | - | - | 24 Yrs | 35 Yrs | B.E./BTech graduate from a reputed University/Institute. Preference will be given to candidates with MBA/equivalent degree | Minimum 3 years of relevant work experience |
| 4. | Manager (e-Commerce) | 4 | 3 | 1 | - | - | 22 Yrs | 32 Yrs | B.E./BTech graduate from a reputed University/Institute. Preference will be given to candidates with MBA/equivalent degree | Minimum 1 years of relevant work experience |
| 5. | Assistant Vice President (Servicing) MMGS III | 1 | 1 | - | - | - | 25 Yrs | 35 Yrs | B.E./BTech in Computer Science/ Information Technology/Electronics from reputed University. Preference will be given to candidates with MBA. | Minimum 4 years of relevant work experience in B2C/e-Commerce |
| 6. | Assistant Vice President (Customer Experience) MMGS III | 3 | 1 | 1 | 1 | - | 25 Yrs | 35 Yrs | B.E./BTech in Computer Science/ Information Technology/Electronics from reputed University. Preference will be given to candidates with MBA. | Minimum 4 years of relevant work experience in B2C/e-Commerce |
| 7. | Assistant Vice President (B2C Marketplace Acquisition) MMGS III | 12 | 6 | 3 | 2 | 1 | 25 Yrs | 35 Yrs | B.E./BTech in Computer Science/ Information Technology/Electronics from reputed University. Preference will be given to candidates with MBA. | Minimum 4 years of relevant work experience in B2C/e-Commerce |
| 8. | Assistant Vice President (B2B Fulfilment) MMGS III | 2 | 1 | 1 | - | - | 25 Yrs | 35 Yrs | B.E./BTech in Computer Science/ Information Technology/Electronics from reputed University. Preference will be given to candidates with MBA. | Minimum 4 years of relevant work experience in B2B/e-Commerce. |
| 9. | Assistant Vice President (B2C Fulfilment) MMG III | 2 | 2 | - | - | - | 25 Yrs | 35 Yrs | B.E./BTech in Computer Science/ Information Technology/Electronics from reputed University. Preference will be given to candidates with MBA. | Minimum 4 years of relevant work experience in B2C/e-Commerce. |

NOTE:

- The positions at Sr. No. 1 to 4 under vacancy table are on contract basis** for a period of 3 years and renewable at the discretion of the Bank, which can be terminated at one month's notice on either side or on payment/surrender of one month's compensation amount in lieu thereof. The selected candidates will be required to sign an employment contract. **Remuneration offered will be on CTC basis and is negotiable based on candidate's qualifications, experience and overall suitability for the respective posts.**
- The positions at Sr. No 5 to 9 are on regular basis in the Scale of MMGS-III. Pay scale:** ₹ 42020- 1310/5- 48570- 1460/2- 51490, which is reckoned for DA, HRA and superannuation benefits. Allowances may vary depending upon the place of posting. They will be eligible for reimbursement of various perquisites, Provident Fund, Gratuity, Pension under New Pension Scheme (Defined Contribution Benefit Scheme), Medical, Leave fare, Lease house facility and other facilities, as per the instructions of the Bank as may be issued from time to time.
- The number of vacancies mentioned above are provisional and may vary according to the actual requirement of the Bank.
- Maximum age indicated is for General category candidates. Relaxation in upper age limit will be available as detailed under:
Relaxation in upper age (for reserved vacancies): For:- SC (Scheduled Caste)/ST (Scheduled Tribe)-5 Years; OBC (Other Backward Classes)-3 Years. Please note:-
(i) Candidates 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.
(ii) Caste certificate issued by Competent Authority on format prescribed by the Government of India will have to be submitted by the SC/ST candidates, if called for interview.
(iii) 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 01.08.2016. OBC certificate containing the 'Non-creamy layer' clause, issued during the period 01.04.2016 to the date of interview, should be submitted by such candidates, if called for interview.
- Candidates applying for a particular post may be considered for any other post mentioned in the advertisement, at the discretion of the Bank.

A. JOB PROFILE:

| Position | Job Profile in brief | |
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| 1. Vice President Online Fulfilment | <ol style="list-style-type: none"> 1. Develop smooth and seamless customer experience/journeys for the online marketplace. 2. Coordinate with relevant IT teams to ensure delivery on customer experience and fulfilment targets. 3. Responsible for achieving fulfilment and Service request TAT targets for the online marketplace. 4. Good knowledge of Digital Marketing. 5. Design and develop Customer Experience for online marketplace journeys (Process / UI / UX / fulfilment). 6. Design and develop fulfilment processes for online marketplace transactions. 7. Review service requests, reconciliation requests and complaints periodically to suggest design changes (Products, process, UI / UX) to improve customer experience and fulfilment rates. 8. Monitor and track key customer experience metrics periodically. 9. Developing a water tight system to plug income leakages and ensure proper reconciliation of online transactions. 10. Ensuring prompt customer service and complaint management. | |
| Integration and Journeys | <ol style="list-style-type: none"> 1. Responsible for integrating Financial Superstore platform with Group Companies. 2. Responsible for marketing for the financial superstore. 3. Responsible for designing of product / customer journeys for the financial superstore. 4. Responsible for achieving customer acquisition and cross-sell targets for the financial superstore. 5. Define and implement marketing strategy (target segments, customer profiles, target geographies etc.) for customer acquisition and cross-sell. 6. Good knowledge of Digital Marketing. 7. Design analytics program to identify and cross-sell. 8. Design online and social media campaigns to promote the financial superstore. | |
| Superstore Fulfilment | <ol style="list-style-type: none"> 1. Responsible for customer experience for the financial superstore. 2. Coordinate with relevant IT teams to ensure delivery on customer experience and fulfilment targets. 3. Responsible for achieving fulfilment and Service request TAT targets for the financial superstore. 4. Design and develop Customer Experience for financial superstore journeys (Process / UI / UX / fulfilment). 5. Design and develop fulfilment processes for financial superstore transactions. 6. Good knowledge of Digital Marketing. 7. Review complaints periodically to suggest design changes (Products, process, UI / UX) to improve customer experience and fulfilment rates. 8. Monitor and track key customer experience metrics periodically. 9. Developing a water tight system to plug income leakages and ensure proper reconciliation of online transactions. 10. Ensuring prompt customer service and complaint management. | |
| 2. Product Development Manager (e2e Digitisation) | <ol style="list-style-type: none"> 1. Identify and prioritize of core processes to redesign for relevant Business Units. 2. Identify potential staff redeployment and cost savings from redesign of prioritized processes. 3. Re-design relevant core processes for relevant Business Units. 4. Responsible for revised process approval in coordination with Business Units. 5. Responsible for SoPs for revised processes. 6. Revise processes based on 'on-ground' feedback from Manager 7. Responsible for achievements of desired sales targets from launch of re-imagined customer journeys and products from Business Units. | |
| 3. Senior Manager (e-Commerce) | <ol style="list-style-type: none"> 1. Scanning of digital and online space and providing required data for strategizing for launching new products / services in the area of e-commerce. 2. Negotiations / Interactions with Corporates to enable to enter into viable Business proposals / agreements. 3. Providing marketing support by suggesting new creative / products based on the market / industry requirements. 4. Proactively arranging meetings with executives of online portals / e-Commerce players / IT vendors. 5. Providing technical support to develop customer friendly digital e-Commerce products. 6. Campaign management as a part of marketing efforts periodically. | Any other matter, as may be entrusted by the Bank from time to time. |
| 4. Manager (e-Commerce) | <ol style="list-style-type: none"> 1. Providing marketing support by organizing meetings / workshops with corporate customers. 2. Arranging new tie-ups with merchants / institutions for e-Commerce. 3. Negotiations / Interactions with vendors / TSPs to enable to have win win situation. 4. Developing a water tight system to plug income leakages and ensure proper reconciliation of transactions. 5. Ensuring prompt customer service and complaint management. 6. Suggesting ideas on service, including functionalities and exploring new initiatives in the Digital Banking space. 7. Ensuring timely resolution of customer complaints. | |
| 5. AVP (Servicing) | <ol style="list-style-type: none"> 1. Liaise with IT teams to ensure delivery of proposed UI / UX design. 2. Drive implementation of initiatives to improve customer experience as directed by VP/DGM, customer experience. 3. Obtain, monitor and track key metrics for customer experience (NPS, Service TAT for each product) for Digital Bank and present reports to manager, customer experience. 4. Track service requests regularly and identify repeated requests / trends and suggest initiatives to improve CEX. 5. Study competition customer experience periodically and suggest changes / initiatives to improve customer experience. 6. Interact and coordinate with BUs for product development and follow-up. | |
| 6. AVP (Customer Experience) | <ol style="list-style-type: none"> 1. Coordination with GITC and vendor for fulfilment i.e., reconciliation, cashbacks, etc. 2. Obtain, monitor and track key metrics in online usage (page views, click-through, and conversions) for Digital Bank and present reports to manager, marketing. 3. Obtain, monitor and track trends in social media followership for Digital Bank and present reports to manager, marketing. 4. Track implementation of SEO / SEM initiatives. 5. Monitor, synthesize and collate customer feedback from online and social media channels. 6. Implement online and social media campaigns. 7. Developing a water tight system to plug income leakages and ensure proper reconciliation of online transactions. 8. Ensuring prompt customer service and complaint management. 9. Responsible for achieving customer acquisition and digital sales targets for the Digital Bank. Responsible for achieving growth targets for onboarding of new customers. 10. Responsible for achieving growth targets for online loan products (Retail and SME). 11. Responsible for achieving growth targets for value chain financing. | |
| 7. AVP (B2C Marketing acquisition) | <ol style="list-style-type: none"> 1. Design and develop customer journeys and products for B2C marketplace. 2. Design analytics program to identify and cross-sell (in co-ordination with IT analytics team). 3. Design and Implement loyalty programs for online marketplace. 4. Design and implement negotiation strategy and contracting arrangements with B2C partners. 5. Engage in sign-up B2C marketplace partners (including sourcing, negotiations and contracting). 6. Responsible for increase in number of digitally active customers. 7. Responsible for achieving customer acquisition and GMV (Gross Merchandise Volume) growth targets from B2C partnerships. 8. Implement and monitor online and social media campaigns. 9. Track implementation of SEO / SEM initiatives. | |

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| 8. AVP (B2B Fulfilment) | <ol style="list-style-type: none"> 1. Coordinate with IT teams to ensure effective resolution of complaints. 2. Monitor and track fulfilment rates across different products and present reports. 3. Track complaints regularly and identify repeated complaints and suggest initiatives to improve Customer Experience. 4. Track TAT for resolution of complaints. 5. Identify and implement initiatives to reduce complaints. 6. Design and implement fulfilment processes for online marketplace transactions. 7. Developing a water tight system to plug income leakages and ensure proper reconciliation of online transactions |
| 9. AVP (B2C) Fulfilment | <ol style="list-style-type: none"> 1. Coordinate with IT teams to ensure effective resolution of complaints. 2. Monitor and track fulfilment rates across different products and present reports. 3. Track complaints regularly and identify repeated complaints and suggest initiatives to improve Customer Experience. 4. Track TAT for resolution of complaints. 5. Identify and implement initiatives to reduce complaints. 6. Design and implement fulfilment processes for online marketplace transactions. 7. Developing a water tight system to plug income leakages and ensure proper reconciliation of online transactions. |

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:

- i) 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.
- 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.
- iii) Candidates should visit Bank's website <https://www.sbi.co.in/careers> and open the appropriate Online Application Format, available in the 'Latest Announcements'.
- iv) 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:

- i) Application fees and Intimation Charges (Non-refundable) ₹ 600/-for General & OBC category and ₹ 100.00 for other reserved categories.
- 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. No change/edit 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 with the date entered by the candidate will be generated, which should be printed and retained by the candidate.
- 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.

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 post so as to reach us by 10.09.2016.

In case of non-receipt of photo 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:

- i) Candidates should satisfy themselves about their eligibility for the post applied for.
- ii) 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.
- iii) In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the appointment.
- iv) 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.
- v) 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.
- vi) 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.
- vii) Candidates are advised to keep their e-mail ID alive for receiving advices, viz. call letters/ Interview date advices etc.
- viii) 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.
- ix) 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.
- x) 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.