



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)

ADVERTISEMENT NO. CRPD/SCO/2016-17/06

RECRUITMENT OF SPECIALIST CADRE OFFICERS IN STATE BANK OF INDIA (CONTRACTUAL APPOINTMENT)

1. Online Registration of Application starts from: 02.08.2016

2. Last date for Online Registration of Application & Payment of Fees: 16.08.2016

3. Last date for receipt of the print out of Online application along with enclosures at SBI, CRPD, Corporate Centre, Mumbai: 24.08.2016

State Bank of India invites Online applications from Indian citizens for appointment in following Specialist Cadre Officers posts in State Bank of India on contract basis.

Candidates are requested to apply Online through link given in “careers” section of Bank’s website www.statebankofindia.com or www.sbi.co.in

PLEASE NOTE THAT

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 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 reports for interview if called.
4.	Candidates are advised to check Bank’s website www.statebankofindia.com or www.sbi.co.in for details and updates available in ‘Career Link’

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

Sr. No.	Post & Post Code	Vacancies		Age as on 31.03.2016		Educational Qualification as on 01.06.2016	Relevant experience as on 01.06.2016
		G E N	TOTAL	Min	Max		
1.	Sr. Vice President (Marcomm, Media & Research)	1	1	21	40 Years	Graduate in any discipline. Candidates with MBA in Marketing from recognized University/ Institute shall be preferred.	Minimum 10 years of experience, with career experience either in FMCG, BFSI, Telecom or any other large service sector.
2.	Asst. Vice President (Marcom)	1	1	21	32 Years	Graduate in any discipline. Candidates with MBA in Marketing from recognized University/ Institute shall be preferred.	Minimum 7 years of experience, with career experiences either in BFSI / Telecom or any other large service sector.
3.	Asst. Vice President (Corporate Communications/PR)	1	1	21	32 Years	Graduate in any discipline. Candidates with MBA in Marketing from recognized University/ Institute shall be preferred.	7 years of relevant experience, at a large Indian or MNC corporate, Proficiency in content writing and management.
4.	Sr. Manager (Digital Marketing)	1	1	21	32 Years	Graduate in any discipline plus MBA in Marketing from recognized University/ Institute.	Minimum 5 years of experience in a service industry with comprehensive experience in developing, implementing, tracking and optimizing digital marketing.
5.	Sr. Manager (Marketing)	1	1	21	32 Years	Graduate in any discipline. Candidates with MBA in Marketing from recognized University/ Institute shall be preferred.	Minimum 3 years work experience in marketing/related sphere from any industry.

Note:

- The number of vacancies mentioned above are provisional and may vary according to the actual requirement of the Bank.
- Candidates applying for a particular post may be considered for any other post mentioned in the advertisement, at the discretion of the Bank.

A. Key skills:

Key Responsibility Areas

Post 1) Sr Vice President (Marcom)

Strategise and implement effective marketing plans for different Business Units in line with their business objectives

Develop sharp marketing briefs based on compelling market / consumer insights.

Adeptly manage different agency partners (creative, media, research etc.) and other vendors to get them to deliver high quality output within defined marketing budget and timelines.

Drive value based cost efficiencies in media planning and other areas of marketing investments.

Develop a comprehensive digital marketing strategy to deliver to marketing objectives for various business units.

Ably manage team member’s efficiencies and help them cultivate / sharpen their skills in respective domains..

Meticulous planning of bank’s marketing budget with absolute control over the same at all times.

Any other work as entrusted by the Chief Marketing Officer

Post 2) Asst. Vice President (Marcom)

Support the vertical head/SVP in implementing effective marketing plans for different Business Units in line with their business objectives.

Coordinate with BUs to develop marketing briefs with all required data.

Smooth management of agency partners (creative & research etc.) and other related vendors to get them to deliver high quality output within defined marketing budget and timelines.

Any other work as entrusted by the controllers

Post 3) Asst. Vice President (Corporate Communications/PR)

Support the vertical head in devising and implementing proactive annual corporate communications plan to gain adequate / desired press coverage for the bank and its different business services & products.

Coordinate with different divisions of to assess opportunities for the bank to gain unpaid publicity through PR across offline and online media.

Smooth management of PR agency and related vendors to get them to deliver high quality output within defined marketing budget and timelines.

Any other work as entrusted by the controllers.

Post 4) Sr. Manager (Digital Marketing)

Support the AVP (Mainstream, Digital & Sponsorship) in designing and implementing digital marketing campaigns for the bank’s suite of products & services aligned to business objectives.

Smooth management of agency partners (creative, digital etc.) and other related vendors to get them to deliver high quality output within defined marketing budget and timelines in a coordinated manner.

Any other work as entrusted by the controllers.

Post 5) Sr. Manager (Marketing)

Support the AVPs in designing and implementing brand campaigns and media activation for promotion of Bank’s products & services.

Adeptly manage all operations linked to campaign management activation and related vendors to get them to deliver quality output within defined marketing budget and timelines in a coordinated manner. Any other work as entrusted by the controllers.

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REMUNERATION:

For Posts 1 to 5: The compensation package would comprise of fixed and variable components but not a limiting factor for a suitable candidate.

PERIOD OF CONTRACT: 3 years and may be extended further at the discretion of the Bank.

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: 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], candidates would be chosen based on their availability for joining and salary negotiations.

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 www.statebankofindia.com/careers or www.sbi.co.in / 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 to visit Bank's website www.statebankofindia.com or www.sbi.co.in and open the appropriate Online Application Format, available in the 'Careers 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.

b) PAYMENT OF FEES:

- i) Application fees and Intimation Charges (Non-refundable) Rs.600/-.
- 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.
- 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) Brief Resume (iv) Educational Certificates: Mark-Sheets/Degree Certificate (v) Experience certificates (V) e-Receipt for fee payment, should be sent to "Central Recruitment & Promotion Department, Corporate Centre, 3rd Floor, Atlanta Building, Nariman Point, Mumbai - 400 021 by 24.8.2016 by post. In case of non-receipt of photo copies of online application with required documents by the aforesaid date, his/her candidature will not be considered for the short listing and interview. The envelope containing the documents should be subscribed as "Name of the Post Applied".

D) 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 advices etc.
- viii) DECISIONS OF BANK IN ALL MATTERS REGARDING ELIGIBILITY, CONDUCT OF EXAMINATION, 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) Candidates, called for interview will be paid AC III Railway fare (Mail/Express) or Actual expenses, travelled by other modes, whichever is less by the shortest route in India. Local travelling expenses will not be paid.
- x) 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.
- xi) 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 - 400 021

Dated: 02.08.2016

General Manager