



# State Bank of India

Central Recruitment & Promotion Department  
Corporate Centre, Mumbai

Phone: 022-22820427; Fax: 022-22820411; E-mail: crpd@sbi.co.in

## ENGAGEMENT / RECRUITMENT OF SPECIALIST CADRE OFFICERS ON CONTRACT / REGULAR BASIS

ADVERTISEMENT NO: CRPD/SCO/2022-23/31

ONLINE REGISTRATION OF APPLICATION & PAYMENT OF FEES: FROM 20.01.2023 TO 09.02.2023

State Bank of India invites Online application from Indian citizen for engagement / recruitment for the following posts.  
Candidates are requested to apply online through the link given on Bank's website <https://bank.sbi/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.
- Before applying, candidates are requested to ensure that they fulfil the eligibility criteria for the post as on the date of eligibility.
- Candidates are required to upload all required documents (brief resume, ID proof, proof of age, education, experience etc.) failing which their candidature will not be considered for shortlisting / interview.
- Shortlisting will be 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).
- 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.
- Candidates are advised to check Bank's website <https://bank.sbi/careers> regularly for details and updates (including the list of shortlisted / qualified candidates). The Call letter / advice, where required, will be sent by e-mail only (No hard copy will be sent).
- In case more than one candidate scores same marks as 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.
- HARD COPY OF APPLICATION & OTHER DOCUMENTS ARE **NOT TO BE SENT TO THIS OFFICE.**
- All revision / corrigenda (if any) will be hosted only on the Bank's abovementioned websites.

### A. Details of Post / Comparable Grade/Scale / Nature of Engagement / Recruitment / Vacancy / Age / Selection Process / Place of Posting:

Sr No.	Post	Comparable Grade / Scale	Nature of Engagement/ Appointment	Vacancy							Min. & Max Age in Yrs. As on 01.10.2022@	Selection Process	Place of Posting* (Suggested)
				SC	ST	OBC	EWS	GEN / UNRESERVED	Total	PwBD (VI)#			
1	Vice President & Head (Digital Marketing)	TEGS-VI	Contractual	--	--	--	--	01	01	01	Min.38 Max 50	Shortlisting -cum- Interaction followed by CTC negotiation.	Mumbai / Navi Mumbai
2	Deputy Vice President (Analytical Marketing & Campaign)	SMGS-V	Contractual	--	--	--	--	01	01	01	Min. 33 Max 45		
3	Deputy Vice President (Content Marketing)	SMGS-V	Contractual	--	--	--	--	01	01	01	Min. 33 Max 45		
4	Deputy Vice President (Social Media & Affiliate Marketing)	SMGS-V	Contractual	--	--	--	--	01	01	01	Min. 33 Max 45		
5	Deputy Vice President (Marketing – Own Digital Platforms)	SMGS-V	Contractual	--	--	--	--	01	01	01	Min. 33 Max 45		
6	Deputy Vice President (Marketing Tech Stack)	SMGS-V	Contractual	--	--	--	--	01	01	01	Min. 33 Max 45		
7	Deputy Vice President (Digital Acquisition)	SMGS-V	Contractual	--	--	--	--	01	01	01	Min. 33 Max 45		
8	Manager (Digi Marketing)	MMGS-III	Regular	--	--	--	--	03	03	01	Min. 25 Max 40		

(# Vacancy for PwBD (VI) is horizontal and these are included in the vacancies of parent category). (\*Place of posting is only indicative, selected candidates may be posted anywhere in India at the sole discretion of the Bank.)

(@ For Post Sr. No.1 :- Not below 30 years and not above 50 years as on 01.10.2022 i. e. candidates must have been born not earlier than 02.10.1972 and not later than 01.10.1992 (both days inclusive).

For Post Sr. No.2, 3,4,5,6 and 7 :- Not below 33 years and not above 45 years as on 01.10.2022 i. e. candidates must have been born not earlier than 02.10.1977 and not later than 01.10.1989 (both days inclusive).

For Post Sr. No.8 :- Not below 25 years and not above 40 years as on 01.10.2022 i. e. candidates must have been born not earlier than 02.10.1982 and not later than 01.10.1997 (both days inclusive).

**ABBREVIATIONS:** TEGS- Top Executive Grade Scale, MMGS – Middle Management Grade Scale. Vacancy Category: SC - Scheduled Castes, ST - Scheduled Tribes, OBC - Other Backward Classes, EWS- Economically Weaker Section, GEN-General / Unreserved, PwBD - Person with Disabilities VI – Visually Impaired.

#### NOTE:

- The number of vacancies including reserved 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 to reserved category candidates as per Government of India Guidelines.
- In cases where experience in a specific field is required, the relevant experience certificate from employer must contain specifically that the candidate has experience in that specific field as required.
- Reservation for Person with Disability (PwBD) is horizontal within the overall vacancies for the post.
- PwBD candidate should produce a certificate issued by a competent authority as per the Govt of India guidelines.
- Candidate belonging to reserved category for whom no reservation has been mentioned, are free to apply for vacancies announced for unreserved category provided, they fulfil all the eligibility criteria applicable to unreserved category.
- In case where the certificate of Educational Qualification does not specify the marks obtained in absolute percentage terms (i. e. in cases otherwise than in percentage) as well as the field of specialization, the candidate will have to produce a certificate from the concerned University / Institute / College specifically mentioning the marks converted into percentage equivalent, as well as the specialization acquired.
- Candidate, if eligible, is free to apply for more than one post.
- Bank reserves the right to cancel the engagement / recruitment process entirely or for any particular post at any stage.

### B. Details of Educational Qualification / Experience / Job Profile and KRAs:

Post : Sr. No.1. Vice President & Head (Digital Marketing)				
Qualifications (As on 01-10-2022)	Experience (As on 01-10-2022)	Specific skills required	Job Profile	KRAs
<b>Basic:-</b> Full Time MBA (Marketing) / PGDM or its equivalent, with specialisation in Marketing from institutions recognized / approved by Govt. bodies / AICTE/ UGC as on 01.10.2022 <b>Minimum Percentage of Marks:-</b> 60% in MBA /PGDM Courses completed through correspondence / part time/ Hybrid mode will not be eligible. <b>Other:-</b> Digital marketing Certificate from Universities recognised by accrediting bodies of concerned countries. (As on 01.10.2022) <b>Additional:-</b> Additional Certification in Marketing on different media platforms e.g. Brand & Media etc. would be preferred.	Minimum 15 Years' post qualification experience in the field of marketing in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer facing company.  Out of 15 years at least 5 years of full-time experience in Digital Marketing in BFSI Sector.	i.Proven working experience in digital marketing ii.Demonstrable experience leading and managing SEO/SEM/SMO, marketing database, email, social media and/or display advertising campaigns. iii.Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate. iv.Good knowledge of website and App analytics tools (e.g., Google Analytics, Net insight, omniture, Web trends). v.Working Knowledge of ad serving tools (e.g. DART, Atlas, Sizmek). vi.Excellent communication and decision-making skills.	i.Planning digital marketing campaign, including web, SEO/SEM, email, social media and display advertising. ii.Maintaining social media presence across all digital channels. iii.Measuring and reporting on the performance of all digital marketing campaigns.	i.Build, plan and implement the overall digital marketing strategy. ii.Stay up to date with the latest technology and best practices. iii.Manage and oversee different marketing channels iv.Track SEO and Google analytics data and make complex analysis. v.Organize and lead digital marketing team. vi.Research competition, investigate benchmarks and provide suggestion for improvement vi.Any other work assigned by the reporting authority.

**Post : Sr. No.2. Deputy Vice President (Analytical Marketing and Campaign)**

Qualifications (As on 01-10-2022)	Experience (As on 01-10-2022)	Specific skills required	Job Profile	KRAs
<p><b>Basic:-</b> Full Time MBA (Marketing) / PGDM or its equivalent, with specialisation in Marketing from institutions recognized / approved by Govt. bodies / AICTE/ UGC as on 01.10.2022</p> <p><b>Minimum Percentage of Marks:-</b> 60% in MBA /PGDM</p> <p>Courses completed through correspondence / part time/ Hybrid mode will not be eligible.</p> <p><b>Other:-</b> Certification in Digital Marketing/Marketing Analytics from universities recognized by accrediting bodies of concerned countries. (As on 01.10.2022) <b>(Mandatory)</b></p>	<p>Minimum 10 Years' post qualification experience in the field of marketing in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer facing company</p> <p>Out of 10 years at least 3-5 years' experience as a Marketing analyst/ business analyst in related field will be preferred.</p>	<p>i.Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.</p> <p>ii.Good knowledge of Statistical analysis software (e.g. R, SAS, SPSS, OR STATA)</p> <p>iii.Data mining and data visualization skill</p> <p>iv.Experience in Google Analytics</p> <p>v.In-depth understanding of SEM campaigns strategies and SEO practices</p> <p>vi.Strong analytical skills and data-driven thinking.</p> <p>vii.Excellent communication and decision marketing skills.</p>	<p>i.Identified customer (databases, triggers, events, re-marketing, databases) will all be worked upon by this unit by converting them to direct marketing campaigns by working alongside the agency.</p> <p>ii.Understanding customers and their buying habits</p> <p>iii.Prepare strategies for success in marketing campaigns</p> <p>iv.Measuring performance of online and offline campaign</p> <p>v.Reporting on marketing KPIs like leads, conversion rates, website traffics and social media engagement</p>	<p>i.Work closely with marketing teams to identify opportunities for new client acquisition.</p> <p>ii. Research and implement marketing tools to support our promotional projects</p> <p>iii.Measure ROI of online and offline advertising campaigns</p> <p>iv. Monitor budget distributions and performance of paid ad campaign</p> <p>v. Recommend websites and campaign optimizations</p> <p>vi.Track SEO and Google analytics data and make complex analysis</p> <p>vii. Any other work assigned by the reporting authority.</p>

**Post : Sr. No.3. Deputy Vice President (Content Marketing)**

Qualifications (As on 01-10-2022)	Experience (As on 01-10-2022)	Specific skills required	Job Profile	KRAs
<p><b>Basic:-</b> Full Time MBA (Marketing) /PGDM or its equivalent, with specialisation in Marketing from institutions recognized / approved by Govt. bodies / AICTE/ UGC as on 01.10.2022.</p> <p><b>Minimum Percentage of Marks:-</b> 60% in MBA /PGDM</p> <p>Courses completed through correspondence / part time/ Hybrid mode will not be eligible.</p> <p><b>Other:-</b> Certification in Digital Marketing / Content Marketing from universities recognized by accrediting bodies of concerned countries. (As on 01.10.2022) <b>(Mandatory)</b></p>	<p>Minimum 10 Years' post qualification experience in the field of marketing in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer facing company</p> <p>Out of 10 years at least 3-5 years of full-time experience in content creation for marketing campaigns will be preferred.</p>	<p>i.Proven work experience as a Content Creator, Copywriter or similar role Portfolio of published articles.</p> <p>ii.Hands-on experience with Content Management Systems (e.g. WordPress)</p> <p>iii.Preferably good knowledge of Financial Market and Products.</p> <p>iv.Excellent communication and decision-making skills</p>	<p>i.Will be responsible for managing and curating content that can be used for marketing-texts, visual, audio etc. and then finally be responsible for the entire content management system.</p> <p>ii.Increase web traffic and brand awareness through the marketing of content online.</p> <p>iii.Responsible for creating "shareable" content, distributing content on the appropriate platforms and measuring the results of marketing activity.</p>	<p>i.Strategizing on the types of content and to disseminate content through paid / organic means to relevant audiences, this includes social media / YouTube, blogs and other channel.</p> <p>ii.Work to develop an editorial calendar based on category trends, audience personas and execute on the same as per timelines.</p> <p>iii.Manage the consumer journey across different assets in conjunction with the product team to drive traffic to the website / landing pages to achieve business objectives.</p> <p>iv.Measure quality of content, channel performance, reception of content, publish reports around the same and fine tune content marketing strategy regularly on the basis of insights.</p> <p>v.Research industry-related topics prepare well-structured drafts using digital publishing platforms.</p> <p>vi.Coordinate activity schedule based on offers, messaging, trend.</p> <p>vii.Measure web traffic to content (e.g., conversion and bounce rates).</p> <p>viii. Any other work assigned by the reporting authority.</p>

**Post : Sr. No.4. Deputy Vice President (Social Media & Affiliate Marketing)**

Qualifications (As on 01-10-2022)	Experience (As on 01-10-2022)	Specific skills required	Job Profile	KRAs
<p><b>Basic:-</b> Full Time MBA (Marketing) / PGDM or its equivalent, with specialisation in Marketing from institutions recognized / approved by Govt. bodies / AICTE/ UGC as on 01.10.2022.</p> <p><b>Minimum Percentage of Marks:-</b> 60% in MBA /PGDM</p> <p>Courses completed through correspondence / part time/ Hybrid mode will not be eligible.</p> <p><b>Other:-</b> Certificate in Digital Marketing / Social Media Marketing from universities recognised by accrediting bodies of concerned countries.(As on 01.10.2022) <b>(Mandatory)</b></p>	<p>Minimum 10 Years' post qualification experience in the field of marketing in e-Commerce / Banking Industry / Fintech Company / Information Technology or a consumer facing company</p> <p>Out of 10 years at least 3-5 years of full-time experience in Marketing through social media platforms will be preferred.</p>	<p>i.Proven work experience as a Social media and affiliate marketing.</p> <p>ii.Preferably good knowledge of Financial Market and Products.</p> <p>iii.Knowledge in website design</p> <p>iv.Knowledge in ad-serving technology</p> <p>v.Excellent communication and decision-making skills</p>	<p>i.Responsible for managing each relevant social media channel for targeted marketing and re-marketing.</p> <p>ii.Required to work with partners, reward platform, JV's.</p> <p>iii.Media buying through technologies like programmatic bidding or otherwise, would be a key area of responsibility.</p> <p>iv.Needs to work closely with marketing and brand communication departments as also social media department in M&amp;C.</p> <p>v.Responsible for interactions with the public by implementing social media platforms' content strategies.</p> <p>vi.Analyzing engagement data, identifying trends in customer interactions and planning digital campaigns to build community online.</p>	<p>i.Develop and execute influencer &amp; affiliate marketing strategies and creative campaigns. Get influencers to associate with our brand &amp; develop content through them.</p> <p>ii.Manage the day-to-day handling of all social media channels such as Facebook, Instagram, and YouTube, adapting content to suit different channels.</p> <p>iii.Stay up to date with latest social media best practices and technologies</p> <p>iv.Running Campaign &amp; PPC on Google Ad Words</p> <p>v.Coordinate content management tasks based on daily requirements</p> <p>vi.Plan and execute marketing engagement campaigns consisting of email, webinars, videos, social media advertising, marketing collateral, and new tactics to promote awareness and drive leads.</p> <p>vii.Website management and SEO.</p> <p>viii.Develop specific campaigns to create and maintain high levels of customer interaction.</p> <p>ix.Oversee social media accounts</p> <p>x.Website revamp idea &amp; strategies development.</p> <p>xi.New tools implementation (web phase) for better user-friendly experiences.</p> <p>xiiIdea &amp; Conceptualizing of SMM &amp; SMO strategies.</p> <p>xiii.Any other work assigned by the reporting authority.</p>

**Post : Sr. No.5. Deputy Vice President (Marketing- Own Digital Platforms)**

Qualifications (As on 01-10-2022)	Experience (As on 01-10-2022)	Specific skills required	Job Profile	KRAs
<p><b>Basic:-</b> Full Time MBA (Marketing) / PGDM or its equivalent, with specialisation in Marketing from institutions recognized / approved by Govt. bodies / AICTE/ UGC as on 01.10.2022.</p> <p><b>Minimum Percentage of Marks:-</b> 60% in MBA /PGDM</p> <p>Courses completed through correspondence / part time / Hybrid mode will not be eligible.</p> <p><b>Other:-</b> Digital Marketing certification from universities recognised by accrediting bodies of concerned countries. (As on 01.10.2022) <b>(Mandatory)</b></p>	<p>Minimum 10 Years' post qualification experience in the field of marketing in e-Commerce / Banking Industry / Fintech Company / Information Technology or a consumer facing company</p> <p>Candidates having 3-5 years experience in marketing BFSI products through organisations / company's own digital channels will be preferred.</p>	<p>i.Good knowledge of Financial Market and Products.</p> <p>ii.Knowledge of different advertising platforms.</p> <p>iii.Familiar with popular digital media trends, marketing strategies, analytics software and marketing tools.</p> <p>iv.Advanced ability to drive creativity and innovation</p> <p>v.Excellent communication and decision-making skills</p>	<p>i.Marketing on and through the Bank's websites, apps, microsites,</p> <p>ii.Plan and oversee the implementation of marketing strategies across all available channels.</p> <p>iii.Develop channel specific marketing strategies, planning marketing campaign, and managing marketing communication.</p>	<p>i.Analyzing market data, trends, consumer preferences, and competitor behavior to optimize marketing strategies.</p> <p>ii.Determining which platforms to advertise on and adapting campaigns accordingly.</p> <p>iii.Gathering marketing campaign data, evaluating the impact of strategies, and reporting the results.</p> <p>iv.Deploying channel marketing strategies in collaboration with the marketing team, top management, and other departments.</p> <p>v.Overseeing the marketing team and documenting processes.</p> <p>vi.Managing all marketing campaign communications and establishing strong partner networks.</p> <p>vii.Keeping track of and implementing the latest marketing technologies and techniques.</p> <p>viii. Any other work assigned by the reporting authority.</p>

**Post : Sr. No.6. Deputy Vice President (Marketing Tech Stack)**

Qualifications (As on 01-10-2022)	Experience (As on 01-10-2022)	Specific skills required	Job Profile	KRAs
<p><b>Basic:-</b> Full Time MBA (Marketing) / PGDM or its equivalent, with specialisation in Marketing from institutions recognized / approved by Govt. bodies / AICTE / UGC as on 01.10.2022.</p> <p><b>Minimum Percentage of Marks:-</b> 60% in MBA / PGDM. Courses completed through correspondence / part time/ Hybrid mode will not be eligible.</p> <p><b>Other:-</b> Digital Marketing certification from universities recognised by accrediting bodies of concerned countries. (As on 01.10.2022) <b>(Mandatory)</b></p>	<p>Minimum 10 Years' post qualification experience in the field of marketing in e-Commerce / Banking Industry / Fintech Company / Information Technology or a consumer facing company</p> <p>Out of 10 years at least 3-5 years of full-time experience in setting up / integration / management of marketing Technology stacks will be preferred.</p>	<p>i.Implementation ability on data visualization platforms</p> <p>ii.Strong analytical skills to analyse metrics.</p> <p>iii.Excellent communication and decision-making skill</p>	<p>i.Techno -functional role, working closely with GITC for managing the marketing tech stacks and orchestrating the customer journeys, unified and omnichannel / consistent communication with customers.</p> <p>ii.Effectively setting up and integrating technology stacks</p> <p>iii.Improving workflow and optimizing automation</p> <p>iv.Improving reporting automation and visualization, and analysing AI and Big Data Outputs.</p>	<p>i.Develop and drive a strategy, vision, and roadmap for growing tech stack</p> <p>ii.Work closely with the digital marketing team to create omnichannel journeys.</p> <p>iii.Document architecture of martech stack and processes for enabling personalization.</p> <p>iv.Support campaign strategy by recommending areas of improved connectivity</p> <p>v.Continue to improve the stack by overseeing new marketing technology rollouts that will enable the team to reach business goals</p> <p>vi.Participate in an agile development process which may include leading daily stand-ups, sprint planning sessions, and business requirement meetings.</p> <p>vii.Work with Marketing team to coordinate asset management and enable automation of personalized content in digital channel</p> <p>viii.Any other work assigned by the reporting authority.</p>

Post : Sr. No.7. Deputy Vice President (Digital Acquisition)				
Qualifications (As on 01-10-2022)	Experience (As on 01-10-2022)	Specific skills required	Job Profile	KRAs
<p><b>Basic:-</b> Full Time MBA (Marketing) / PGDM or its equivalent, with specialisation in Marketing from institutions recognized / approved by Govt. bodies / AICTE / UGC as on 01.10.2022.</p> <p><b>Minimum Percentage of Marks:-</b> 60% in MBA / PGDM</p> <p>Courses completed through correspondence / part time / Hybrid mode will not be eligible.</p> <p><b>Other:-</b> Digital Marketing certification from universities recognised by accrediting bodies of concerned countries. (As on 01.10.2022)</p>	<p>Minimum 10 Years' post qualification experience in the field of marketing in e-Commerce / Banking Industry / Fintech Company / Information Technology or a consumer facing company</p> <p>Out of 10 years at least 3-5 years of full-time experience in Digital marketing for acquisition of new customers will be preferred.</p>	<p>i.Possess a strong track record of success in digital customer acquisition</p> <p>ii.Strong analytical skills</p> <p>iii.Strong communication and relationship building skills</p> <p>iv.Decision-making skill</p>	<p>i.Working with channels such as INB and YONO to continuously improve conversions through improved journeys, funnel management, campaign feedback from channels, planning with counterpart BU's would be a key role.</p> <p>ii.Own the digital customer acquisition strategy</p> <p>iii.Work closely with ecommerce team to ensure digital marketing channels are reflective of trading needs</p> <p>iv.Manage the Search and Display agencies to ensure campaigns are on track</p> <p>v.Develop digital partnerships to drive brand awareness and conversion</p> <p>vi.Awareness of digital multichannel marketing trends and what the competition is doing in the space</p>	<p>i.Hold meetings to ensure improvements and actions are to drive incremental sales, improve ROI and reflect latest trends in industry</p> <p>ii.Manage Paid Social campaigns in-house, including briefing, uploading campaigns, testing, publishing and ongoing optimisation</p> <p>iii.Day to day management of all aspects of campaign development</p> <p>iv.Identify opportunities to drive performance and build business case</p> <p>v.Ensure all campaigns are tagged for effective reporting</p> <p>vi.Work closely with the CRM team to ensure effective targeting and acquisition</p> <p>vii.Identify ways to engage customers digitally</p> <p>viii.Any other work assigned by the reporting authority.</p>
Post : Sr. No.8. Manager (Digi Marketing)				
Qualifications (As on 01-10-2022)	Experience (As on 01-10-2022)	Specific skills required	Job Profile	KRAs
<p><b>Basic:-</b> Full Time MBA (Marketing) / PGDM or its equivalent, with specialisation in Marketing from institutions recognized / approved by Govt. bodies / AICTE / UGC as on 01.10.2022.</p> <p><b>Minimum Percentage of Marks:-</b> 60% in MBA / PGDM</p> <p>Courses completed through correspondence / part time / Hybrid mode will not be eligible.</p> <p><b>Other:-</b> Digital Marketing certification from universities recognized by accrediting bodies of concerned countries. (As on 01.10.2022)</p>	<p>Minimum 5 Years' post qualification experience in the field of marketing in e-Commerce / Banking Industry / Fintech Company / Information Technology or a consumer facing company</p> <p>Out of 5 years at least 3 years of full-time experience in handling digital portfolio in related field</p>	<p>i. Knowledge of Digital product of Banks/Financial institutions</p> <p>ii. Ability to analyse multiple data sets</p> <p>iii. Analytical and structured thinking</p> <p>iv. Strong communication and relationship building skills</p> <p>v. Decision-making skill</p>	<p><b>Any one of the following three :</b></p> <p><b>1. Digital Portfolios</b></p> <p>i.Maintain an overview of all digital products of the Bank, developing and promoting standards and processes to ensure quality, usability and consistency for Bank's customers</p> <p>ii.Define and implement digital strategy by working with cross-functional partners to map and transition traditional processes to digital ones. Develop and execute plans to sustain and support the digital business, anticipating future trends.</p> <p>iii.Lead end to end delivery of digital projects and change management required to improve, implement, and embed digital systems and processes in line with strategic outcomes of the Bank</p> <p>iv.Closely track new and innovative ways to present the Bank's digital content, proposing and experimenting with ways to develop its content in line with changing digital trends and customer preferences.</p> <p><b>2. Liability Products</b></p> <p>i.Supervising promotion of need-based products for the different segment in digital platform.</p> <p>ii.Positioning SBI as a thought leader in the entire liabilities business through innovative actions</p> <p>iii.Planning and identifying opportunities for growth of liabilities business</p> <p>iv.Supervising designing of new products and services for liabilities business, developing and managing them.</p> <p>v.Streamlining of systems and procedures to improve liabilities business.</p> <p><b>3. Retail Assets Products</b></p> <p>i.To monitor the performance of the products being handled, track best practices in the industry and explore solutions relevant to the Bank vis-a-vis competitors.</p> <p>ii.To develop new products and review / modify existing product with a view to increase profitability of the Bank.</p> <p>iii.To strategize and implement business and promotional activities.</p> <p>iv.To manage day to day functioning of alternate channels for delivery of loans.</p> <p>v.To handle regulatory and security related issues related to the loan product.</p> <p>vi.To liaise within various departments of the Bank to ensure smooth and timely rollout of products.</p> <p>vii.To monitor, track and organize all required SOP, manual, e-circular, e-lessons for proposed new products.</p>	<p><b>Any one of the following three</b></p> <p><b>1. Digital Portfolios</b></p> <p>i.Execution of Contextual messaging strategy and execution: in app, and through email, sms, push note etc.</p> <p>ii.Track, analyze and monitor digital portfolio health and movement in line with budget</p> <p>iii.Drive campaign / messaging strategy and calendar working closely with product, marketing, analytics, campaign operations</p> <p>iv.Regular monitoring, analytics and review of digital project outcomes jointly with product, marketing, analytics</p> <p>v.Create and drive the customer engagement strategy using all digital products and channels of communication as well as in app solutions to deliver a contextual, personalized and relevant customer experience</p> <p>vi.Ensure a robust offer and incentive strategy is in place to drive portfolio objectives cost effectively and within usage budgets</p> <p>vii.Identify opportunities to drive performance and build business cases across the digital products of the Bank</p> <p>viii.Identify innovative ways to engage customers digitally</p> <p>ix.Any other work assigned by the reporting authority.</p> <p><b>2. Liability Products</b></p> <p>i.Engage and build marketing opportunities of existing liabilities product on the digital platform.</p> <p>ii.Identify customers for liabilities products and offer them digital products</p> <p>iii.Drive marketing campaign for liabilities product.</p> <p>iv.Compare digital liability strategies of other banks and keep enhancing our platform</p> <p>v.Ideate, create and run campaigns for liabilities product.</p> <p>vi.Any other work assigned by the reporting authority.</p> <p><b>3. Retail Assets Products</b></p> <p>i.Manage the new product offerings from design to development to launch.</p> <p>ii.Identify customer challenges and translate that into functional and technology requirements</p> <p>iii.Build a customer and channel connect through direct interactions, informal surveys to gather insights</p> <p>iv.Keep track of best practices in the industry and innovative offerings of the Competitors for retail loans</p> <p>v.Drive usage and revenue numbers through product initiatives.</p> <p>vi.Any other work assigned by the reporting authority.</p>

**Remarks:** Job profile / KRAs mentioned above are illustrative. Roles / Jobs / KRAs in addition to the above may be assigned by the Bank from time to time, for the above posts.

**C. CTC / Remuneration and Contract Period:**

Indicative CTC/ Annual Emoluments (approx.)		Contract Period for all Contractual Posts:
<b>Contractual Posts:</b> Post : Sr. No.1. Vice President & Head (Digital Marketing) Maximum Rs.48 lakhs CTC per annum Post : Sr. No.2. Deputy Vice President (Analytical Marketing & Campaign) Maximum Rs.33 lakhs CTC per annum Post : Sr. No.3. Deputy Vice President (Content Marketing) Maximum Rs.33 lakhs CTC per annum Post : Sr. No.4. Deputy Vice President (Social Media & Affiliate Marketing) Maximum Rs.33 lakhs CTC per annum Post : Sr. No.5. Deputy Vice President (Marketing -Owned Digital Channels) Maximum Rs.33 lakhs CTC per annum Post : Sr. No.6. Deputy Vice President (Marketing Tech Stack ) Maximum Rs.33 lakhs CTC per annum Post : Sr. No.7 Deputy Vice President (Digital Acquisition) Maximum Rs.33 lakhs CTC per annum An increment of 5% p. a. on previous year CTC from 2 <sup>nd</sup> year, subject to completion of 12 months of uninterrupted service in preceding year.	<b>Other perks (For all Contractual posts):</b> 30 days leave during financial year.	Original contract for 3 years which may be extended only once by another 1 years. (Total Contract period 4 years).  <b>Notice Period:</b> The contract can be terminated without assigning any reason by giving three months' notice from either side or on payment / surrender of three months compensation amount in lieu thereof.
<b>Regular Post:</b> Post : Sr. No.8. Manager (Digi Marketing) ₹63840-1990/5-73790-2220/2-78230 (As per scale of Pay applicable to the Scale).	<b>Other perks (For Regular Posts)</b> As per scale of Pay applicable to the Scale.	Not Applicable.

**D. Selection Process:**

The selection will be based on **Shortlisting, Interview and CTC negotiation.**

**Shortlisting:** Mere fulfilling minimum qualification and experience will not vest any right in candidate for being called for interview. The Shortlisting Committee constituted by the Bank will decide the shortlisting parameters and thereafter, adequate number of candidates, as decided by the Bank will be shortlisted (subject to availability) 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 the 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.

**E. Call Letter for Interview: Intimation/ call letter for interview will be sent by email / will be uploaded on Bank's website. NO HARD COPY WILL BE SENT.**

**F. 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 advises etc. by email.

GUIDELINES FOR FILLING ONLINE APPLICATION:	GUIDELINES FOR PAYMENT OF FEES:
i. Candidates will be required to register themselves online through the link available on SBI website <a href="https://bank.sbi/careers">https://bank.sbi/careers</a> OR <a href="https://www.sbi.co.in/careers">https://www.sbi.co.in/careers</a> and pay the application fee using Internet Banking/ Debit 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 (Please refer para G-b-ii. and para G-c.-v. alongwith para G-e.-vi under 'How to Upload Documents'). 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. <b>Candidate should note down the registration number and password.</b> They can re-open the saved application using registration number and password and edit the particulars, if needed, but only for <b>three</b> times. Please note that this facility of editing the saved information will be available for <b>three times only</b> . 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	i. Application fees and Intimation Charges (Non-refundable) is ₹750/- (₹ Seven hundred fifty only) for General/ OBC/ EWS candidates and NIL for SC/ ST/ PwBD candidates. No change in category of any candidate is permitted after registration of online application. No correspondence will be entertained in this regard. ii. Fee payment will have to be made online through payment gateway available on the Bank's Career website. 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 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", bearing the date of submission by the candidate, will be generated which should be printed and <b>retained by the candidate</b> . 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 <b>NEITHER</b> be refunded on any account <b>NOR</b> can it be adjusted for any other examination or selection in future.

**G. How to Upload Documents:**

a. <b>Details of Document to be uploaded:</b> i. Recent Photograph (.jpg / .jpeg) ii. Signature duly scanned (legible) (.jpg / .jpeg) iii. Detailed Resume (PDF) iv. ID Proof (PDF) v. Proof of Date of Birth (PDF) vi. Educational Certificates: Relevant Mark-Sheets / Degree Certificate (PDF) vii. Experience certificates (PDF) viii. Others (latest Form-16, ITR, current salary slip etc.) ix. PwBD certificate, if applicable (In case of multiple certificates are to be uploaded, please scan all in one PDF file up to the size of 500KB & upload) b. <b>Photograph file type/ size:</b> i. Photograph must be a recent passport style colour picture. ii. <b>Size of file should be between 20kb-50 kb and Dimensions 200 x 230 pixels.</b> iii. Make sure that the picture is in colour, taken against a light-coloured, preferably white, background. iv. 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 no harsh shadows vi. If you have to use flash, ensure there's no "red-eye" vii. If you wear glasses make sure that there are no reflections and your eyes can be clearly seen. viii. Caps, hats and dark glasses are not acceptable. Religious headwear is allowed but it must not cover your face. ix. 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 scanner such as the DPI resolution, number of colours etc., during the process of scanning. c. <b>Signature file type/ size:</b> i. The applicant has to sign on white paper with "Black Ink pen". ii. The signature must be signed only by the applicant and not by any other person. iii. The signature will be used to put on the Call Letter and wherever necessary. iv. 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 will be disqualified. v. <b>Size of file should be between 10kb - 20kb and Dimensions 140 x 60 pixels.</b> vi. Ensure that the size of the scanned image is not more than 20kb vii. Signature in CAPITAL LETTERS shall NOT be accepted.	d. <b>Document file type/ size:</b> i. All Documents must be in PDF format. ii. Page size of the document to be <b>A4</b> . iii. Total Size of the file should not be exceeding <b>500 KB</b> . iv. 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 than 500KB, then adjust the setting of the scanner such as the DPI resolution, number of colours etc., during the process of scanning. Please ensure that Documents uploaded are clear and readable. e. <b>Guidelines for scanning of photograph/ signature/ documents:</b> i. Set the scanner resolution to a minimum of 200 dots per inch (dpi) ii. Set Color to True Color iii. Crop the image in the scanner to the edge of the photograph / signature, then use the upload editor to crop the image to the final size (as specified above). iv. The photo / signature file should be JPG or JPEG format (i.e. file name should appear as: <b>image01.jpg</b> or <b>image01.jpeg</b> ). v. Image dimensions can be checked by listing the folder / files or moving the mouse over the file image icon. vi. Candidates using MS Windows/ MSOffice can easily obtain photo and signature in .jpeg format not exceeding 50kb & 20kb respectively by using MS Paint or MSOffice Picture Manager. Scanned photograph and signature in any format can be saved in .jpg format by using 'Save As' option in the 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 (i) & (ii) above for the pixel size) in the 'Image' menu. Similar options are available in other photo editor softwares also. vii. While filling in the Online Application Form the candidate will be provided with a link to upload his/her photograph and signature. f. <b>Procedure for Uploading Document:</b> i. There will be separate links for uploading each document. ii. Click on the respective link "Upload" iii. Browse & select the location where the jpg, jpeg, 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 uploaded 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. 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. <b>If the face in the photograph or signature is unclear the candidate's application may be rejected.</b>
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**H. 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 correct in all respects.
- IN CASE IT IS DETECTED AT ANY STAGE OF RECRUITMENT THAT AN APPLICANT 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 SHORTCOMING/S IS / ARE DETECTED EVEN AFTER ENGAGEMENT / APPOINTMENT, HIS / HER CONTRACTS / SERVICES ARE LIABLE TO BE TERMINATED.
- The applicant should ensure that the application is strictly in accordance with the prescribed format and is properly and completely filled in.
- Engagement / Appointment of selected candidate is subject to his / her being declared medically fit as per the requirement of the Bank. Such engagement / 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.
- Candidates are advised to keep their e-mail ID / Mobile phone number alive for receiving communication viz. call letters / Interview date advices etc.
- The Bank takes no responsibility for any delay in receipt or loss of any communication.
- 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 fulfill all the eligibility conditions applicable to unreserved category.

- viii. 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 considered for payment.
- ix. In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the engagement /appointment.
- x. 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.
- xi. 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 congestion, 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.
- xii. 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
- xiii. Where only 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.
- xv. 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.
- xvi. Outstation candidates who may be called for interview after short-listing, will be reimbursed the cost of travel as follows. 1) For the post Sr. No.1 to Sr Post No.7 by Air (economy class) 2) For the post Sr. No.8 by train (A/C III Tier - Mail / Express fare only) on production of copy of / original tickets for the shortest route in India or actual expenses on the basis of actual journey (whichever is less). Local transportation will not be reimbursed. A candidate, if found ineligible for the post, will not be permitted to appear for the interview and will not be reimbursed any fare.
- xvii. **At the time of interview, the candidate will be required to provide details regarding criminal case(s) pending against him /her, if any. The Bank may also conduct independent verification, inter alia including verification of police records etc. The Bank reserves right to deny the engagement / appointment depending upon such disclosures and/or independent verification.**
- xviii. **BANK RESERVES THE RIGHT TO CANCEL THE RECRUITMENT PROCESS ENTIRELY OR FOR ANY PARTICULAR POST AT ANY STAGE.**

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/web/careers/post-your-query>)

**Mumbai,  
Date: 20.01.2023**

**The Bank is not responsible for printing errors, if any.**

**GENERAL MANAGER (RP&PM)**