



State Bank of India

Central Recruitment & Promotion Department
Corporate Centre, Mumbai

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

CORRIGENDUM

ISSUING CORRIGENDUM WITH MODIFICATION IN ELIGIBILITY CRITERIA

(Advertisement No: CRPD/SCO/2022-23/31)

Modifications: Details of modifications are as below:

Sr.	Post	Existing	Proposed
1.	Vice President & Head (Digital Marketing)	Digital marketing certificate from universities recognized by accrediting bodies of concerned countries. (as on 01.10.2022) (Mandatory)	Certification in Digital Marketing (Preferred)
2.	Deputy Vice president (Analytical Marketing & Campaign)	Certification in Digital Marketing/ Marketing Analytics from universities recognized by accrediting bodies of concerned countries. (as on 01.10.2022) (Mandatory)	Certification in Digital Marketing/ Marketing Analytics/ Data Analytics/ Business analytics (Preferred)
3.	Deputy Vice president (Content Marketing)	Certification in Digital Marketing/ Content Marketing from universities recognized by accrediting bodies of concerned countries. (as on 01.10.2022) (Mandatory)	Certification in Digital Marketing/ Content Marketing (Preferred)
4.	Deputy Vice president (Social Media & Affiliate Marketing)	Certification in Digital Marketing/ Social Media Marketing from universities recognized by accrediting bodies of concerned countries. (as on 01.10.2022) (Mandatory)	Certification in Digital Marketing/ Social Media Marketing (Preferred)
5.	Deputy Vice president (Own Digital Platforms)	Digital marketing certification from universities recognized by accrediting bodies of concerned countries. (as on 01.10.2022) (Mandatory)	Certification in Digital Marketing (Preferred)
6.	Deputy Vice president (Marketing Tech Stack)	Digital marketing certification from universities recognized by accrediting bodies of concerned countries. (as on 01.10.2022) (Mandatory)	Certification in Digital Marketing (Preferred)
7.	Deputy Vice president (Digital Acquisition)	Digital marketing certification from universities recognized by accrediting bodies of concerned countries. (as on 01.10.2022) (Mandatory)	Certification in Digital Marketing (Preferred)
8.	Manager (Digi Marketing)	Digital marketing certification from universities recognized by accrediting bodies of concerned countries. (as on 01.10.2022) (Mandatory)	Certification in Digital Marketing (Preferred)

- i. The candidates who have already submitted the application in response to Advertisement No. CRPD/SCO/2022-23/31 dated 20.01.2023 NEED NOT APPLY AFRESH AND THEIR PREVIOUS APPLICATION WILL BE CONSIDERED.**
- ii. The registration of application and payment of fees has been reopened with effect from 29.03.2023 and will be closed on 07.04.2023.**

All other terms and conditions as mentioned in advertisement no. CRPD/SCO/2022-23/31 dated 20.01.2023, will remain unchanged.

Mumbai

Date: 28.03.2023

GENERAL MANAGER