



RECRUITMENT OF SPECIALIST CADRE OFFICERS IN SBI ON CONTRACT BASIS

ADVERTISEMENT NO: CRPD/ SCO/ 2020-21/ 11

ONLINE REGISTRATION OF APPLICATION & PAYMENT OF FEES: FROM 23.06.2020 TO 13.07.2020

State Bank of India invites Online application from Indian citizen for appointment to the following Specialist Cadre Officer posts. Candidates are requested to apply Online through the link given on Bank's website <https://bank.sbi/careers> or <https://www.sbi.co.in/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 must upload all required documents (brief resume, ID proof, age proof, educational qualification, experience etc.) failing which their application/ candidature will not be considered for shortlisting/ interview.
- Candidature/ Short listing of a candidate will be provisional and will be subject to satisfactory verification of all details/ documents with the originals 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> or <https://www.sbi.co.in/careers> regularly for details and updates (including the list of shortlisted/ selected candidates). The Call Letter (letter/ advice), where required, will be sent by e-mail only (no hard copy will be sent).
- ALL REVISIONS/ CORRIGENDUM (IF ANY) WILL BE HOSTED ON THE BANK'S WEBSITE ONLY.**
- 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 required to be sent to this office.

A. DETAILS OF POSTS/ VACANCY/ AGE/ EXPERIENCE/ CONTRACT PERIOD/ PLACE OF POSTING/ REMUNERATION:

Sl. No.	Post	Vacancy@			Max. Age	Contract Period	Selection Process	Annual CTC & Perks	Place of Posting	
		Gen	Total	LD (OL)§						
1.	Sr. Executive (Digital Relations)	2	2	1	35 years (as on 31.03.2020)	3 years (renewable for another 2 years at Bank's discretion)	Shortlisting & Interview	₹12.00 lac to ₹20.00 lac	<ul style="list-style-type: none"> Fixed pay component of 70%, Variable pay component of 30%. Annual increment of 10% subject to fulfillment of Bank's conditions. Halting & lodging expenses as per Bank's rules 	Mumbai/ any other place as per Bank's requirement
2.	Sr. Executive (Analytics)	2	2	1						
3.	Sr. Executive (Digital Marketing)	2	2	1						

@ - Candidate belonging to reserved category (including PWD), for whom no reservation has been mentioned, are free to apply for if they fulfil all the eligibility criteria applicable to unreserved category.

- Horizontal reservation

B. DETAILS OF EDUCATIONAL QUALIFICATION/ OTHER QUALIFICATIONS/ SPECIFIC SKILLS REQUIRED/ EXPERIENCE:

Sl. No.	Post	Educational Qualification	Specific Skills Required	Post Qualification Work Experience (as on 31.03.2020)
1.	Senior Executive (Digital Relations)	Basic: B.E./ B. Tech with minimum 60% marks in Computer Science/ Information Technology/ Electronics/ Electrical & Electronics/ Electronics & Communication from recognised University/ Institute#. Preferred: Full time MBA/ Full time Digital Marketing Certificate from recognised University/ Institute#.	<ul style="list-style-type: none"> Good verbal & written communication skills. Ability to work with cross functional teams. Attention to details, organisational skills & multitasking ability. 	Minimum 4 years' post qualification experience as Relationship Manager/ Executive in dealing with digital marketing of Financial Products in Supervisory/ Management role with Financial Institutions.
2.	Senior Executive (Analytics)	Basic: B.E./ B. Tech with minimum 60% marks in Computer Science/ Information Technology/ Electronics/ Electrical & Electronics/ Electronics & Communication from recognised University/ Institute#. OR MCA/ MBA (Business Analytics)/ PG (Statistics) #. Preferred: Certification in Data Science/ Big data from Jigsaw Academy/ Manipal Prolearn/ XLR/ Reva University/ NMIMS/ IFMR/ IMT or from any Govt. approved Universities/ Institutions#.	<ul style="list-style-type: none"> Strong analytical skills, data-driven thinking. Good verbal & written communication skill. Ability to work with cross functional teams. Attention to details, organisational skills & multitasking ability. 	Minimum 4 years' post qualification experience in the field of strategy/ data analytics/ data science/ analytics translator as Manager/ Executive in Supervisory/ Management role in Corporate/ Financial Institutions.
3.	Senior Executive (Digital Marketing)	Basic: B.E./ B. Tech with minimum 60% marks in Computer Science/ Information Technology/ Electronics/ Electrical & Electronics/ Electronics & Communication from recognised University/ Institute#. Preferred: Full time MBA/ Full time Digital Marketing Certificate from recognised University/ Institute#.	<ul style="list-style-type: none"> Good verbal & written communication skills. Ability to work with cross functional teams. Attention to details, organisational skills & multitasking ability. Thorough Knowledge of Google AdWords, Ad Network platforms, Performance marketing tools. Thorough knowledge of influence marketing, social listening & experimental digital marketing. 	Minimum of 4 years post qualification experience of working in the field of marketing of Bank/ Financial products as Manager/ Executive in Supervisory/ Management role with Corporate/ Financial Institution.

- Institute should be recognised/ approved by Government bodies/ AICTE

C. KRA:

1.	Senior Executive (Digital Relations)	<ul style="list-style-type: none"> In-charge of B2C or B2B partnership in allocated category for online marketplace. Sign-up B2C & B2B marketplace partners (including sourcing, negotiations & contracting). Develop & implement negotiation strategy & relationship arrangements with B2C & B2B partners. Achieve growth targets for on-boarding of new merchants/ customers. Achieve customer acquisition & GMV (Gross merchandise volume) growth targets from B2C & B2B partnerships. Obtain, monitor & track key metrics in online usage (page views, click-through & conversions) & present reports. 	<ul style="list-style-type: none"> Drive initiatives to improve merchant acquisitions, customer engagement and digital sales. Increasing in number of digitally active customers. Increase in number of customers using Online Marketplace. Increase in number of transactions on Online Marketplace. Provide support (Content etc.) for marketing initiatives. Implement online and social media campaigns. Ensure prompt customer service and complaint management. Any other work as entrusted by the Controller/ Supervisor.
2.	Senior Executive (Analytics)	<ul style="list-style-type: none"> Interpret data and analyze results using statistical techniques and provide ongoing reports. Identify, analyze, and interpret trends or patterns in complex data sets. Filter and "clean" data by reviewing multiple data sources and performance indicators to flag data sanity issues and follow up to resolve them. Prioritize & follow up on business and information needs in line with management team's objectives. 	<ul style="list-style-type: none"> Locate and define new process improvement opportunities. P/L impact through internal analytics initiatives taken up. TAT for internal analytics project taken up. Any other work as entrusted by the Controller/ Supervisor.
3.	Senior Executive (Digital Marketing)	<ul style="list-style-type: none"> Collect customer insights/ feedback & create new propositions/ products for various segment of the Bank through Online/ Offline and social media campaigns. Achieving growth targets for customer acquisition, sales & value chain financing for Agriculture digital products. Design and develop customer journeys and products for B2C and B2B marketplace. Achieving customer acquisition and GMV (Gross Merchandise Volume) growth targets from B2C and B2B partnerships. Sign NDAs, Agreements, safe keeping of documents and take care of legal aspects (including sourcing, negotiations and contracting). 	<ul style="list-style-type: none"> Ensure proper reconciliation of online transactions. Co-ordinate the development of new journeys/ products in Digital Bank including business rules, defining standard operating procedure (SOP), process flow, Operating model elements etc. Work closely with key business & regulatory stakeholders, technology partner, 3rd party vendors/ service providers & Government agencies. End to end responsibility for designing, running, optimising and reporting digital campaign. Run UAC, GDN, SEO, SEM, SMM, content marketing campaign. Any other work as entrusted by the Controller/Supervisor

D. ROLE & RESPONSIBILITY:

1.	Senior Executive (Digital Relations)	<ul style="list-style-type: none"> Accomplish tie ups with Merchants/ Online sellers. Customer acquisition & campaign strategies. Provide Marketing Support by suggesting new creative products based on Market & Industry requirements. Negotiating/ interacting with vendors/ technology Solution providers for win-win situation. Ensuring Prompt customer service and complaint management. Launch marketing campaigns including those on social media and digital marketing. 	<ul style="list-style-type: none"> Ensuring smooth and seamless customer experience/ journeys for the online marketplace. Coordinate with relevant IT teams to ensure delivery on Customer experience. Monitor and Track key customer experience metrics periodically. Analysis and Review of seller data and outcome achieved. Suggest measures to be adopted to delight customers based on feedback/ analysis. Devise & construct campaigns based on analytics.
2.	Senior Executive (Analytics)	<ul style="list-style-type: none"> Collection, organisation, analysis and dissemination of very large amounts of data with attention to detail and accuracy. Work alongside with the business/ management team to establish business needs. Interpreting data and analysing results by identifying patterns and trends in data sets. Write comprehensive reports to be circulated to relevant members/ management of the business team 	<ul style="list-style-type: none"> Technical expertise regarding data models, data mining, databases (SQL etc), programming (XML, Javascript, or ETL frameworks) and segmentation techniques. Knowledge of statistics and experience using statistical packages for analyzing datasets (Excel, SPSS, SAS etc.).

3.	Senior Executive (Digital Marketing)	<ul style="list-style-type: none"> • Providing Marketing support by suggesting new creative/ products based on market/ industry requirements. • Acquisition of customers. • Increase in income as per the targets relating to digital banking. • Proactively arranging meeting with executives of e-Commerce players/ Aggregators/ IT vendors. 	<ul style="list-style-type: none"> • Negotiating/ Interacting with Vendors/ Technology Solution Providers to enable to have win-win situation. • Ensuring prompt customer service and complaint management. • Formulation and execution of business strategy/ marketing plan in coordination with Business Analyst and Customer Service Analyst.
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E. CALL LETTER FOR INTERVIEW: Intimation/ call letter for interview will be sent by email or 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 advices etc. by email.

<p>GUIDELINES FOR FILLING ONLINE APPLICATION:</p> <ol style="list-style-type: none"> Candidates will be required to register themselves online through the link available on SBI website https://bank.sbi/careers OR https://www.sbi.co.in/careers and pay the application fee using Internet Banking/ Debit Card/ Credit Card etc. After registering online, the candidates are advised to take a printout of the system generated online application forms Candidates should first scan their latest photograph and signature. Online application will not be completed unless candidate uploads his/ her photo and signature as per the guidelines specified under 'How to Upload Document'. Candidates should fill the 'application form' carefully and submit the same after filling it completely. In case a candidate is not able to fill the application in one go, he/ she can save the partly filled 'Form'. On doing this, a provisional registration number & password is generated by the system and displayed on the screen. Candidate should carefully note down the registration number & password. The partly filled & saved application form can be re-opened using registration number & password where-after the particulars can be edited, if needed. This facility of editing the saved information will be available for three times only. Once the application is filled completely, candidate should submit the application form and proceed for online payment of fee. 	<p>GUIDELINES FOR PAYMENT OF FEES:</p> <ol style="list-style-type: none"> Application fees & Intimation Charges (Non-refundable) is as under: <ul style="list-style-type: none"> • General/ EWS/ OBC candidates - ₹750/- (₹ Seven Hundred Fifty only). • SC/ ST/ PWD candidates - Nil 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. Fee has to be paid online through payment gateway integrated with the application. 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 transaction, an e-receipt and the application form, bearing the date of submission, will be generated which should be printed and retained by the candidate. In case the online payment of fee is not successful in first instance, please make fresh attempts for online payment. A provision is there to reprint the e-Receipt and Application Form at later stage. Application Fee once paid will NOT be refunded on any account NOR can it be adjusted for any other examination or selection in future.
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G. HOW TO UPLOAD DOCUMENTS:

<p>a. Details of Document to be uploaded:</p> <ol style="list-style-type: none"> Brief Resume (DOC or DOCX or PDF) ID Proof (PDF) Proof of Date of Birth (PDF) Educational Certificates: Relevant Mark-Sheets/ Degree Certificate (PDF) Experience certificates (PDF) Form-16 (PDF) Recent Photograph (JPG/ JPEG) Signature <p>b. Photograph file type/ size:</p> <ol style="list-style-type: none"> Photograph must be a recent passport style colour picture. File size should be between 20 - 50 kb and Dimensions 200 x 230 pixels (preferably) Make sure that the picture is coloured and is taken against a light-coloured (preferably white) background. Look straight at the camera with a relaxed face If the picture is taken on a sunny day, please make sure that the sun is behind you, or you are in a shaded area, so that you are not squinting or there are no harsh shadows. In case flash is used, ensure there's no "red-eye" If you wear glasses make sure that there are no reflections and your eyes can be seen clearly. Caps, hats, dark glasses are not acceptable. Religious headwear is allowed but must not cover your face. Ensure that the size of the scanned image is not more than 50 kb. In case the file size is more than 50 kb, adjust the scanner settings such as the DPI resolution, number of colour etc., before scanning the photo. <p>c. Signature file type/ size:</p> <ol style="list-style-type: none"> The applicant has to sign on white paper with Black Ink pen. The signature must be signed only by the applicant and not by any other person. The signature will be used to put on the Call Letter and wherever necessary. Size of file should be between 10 - 20 kb & Dimensions 140 x 60 pixels (preferably). Ensure that the size of the scanned image is not more than 20 kb. Signature in CAPITAL LETTERS shall NOT be accepted. <p>d. Document file type/ size:</p> <ol style="list-style-type: none"> All documents must be in PDF except Resume which should be in DOC/ DOCX/ PDF format. Page size of the document should be A4. Size of the file should not exceed 500 kb. 	<p>Document file type/ size (contd...)</p> <ol style="list-style-type: none"> In case a Document is being scanned, please saved it as PDF with size not more than 500 kb. If the size of the file is more than 500 kb, then adjust the setting of the scanner such as the DPI resolution, no. of colors etc., before rescanning the file. <u>Please ensure that Documents uploaded are clear and readable.</u> <p>e. Guidelines for scanning of photograph/ signature/ documents:</p> <ol style="list-style-type: none"> Set the scanner resolution to a minimum of 200 dpi (dots per inch) Set Color to True Color 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). The photo/ signature file should be of JPG or JPEG format (i.e. file name should appear as: image01.jpg or image01.jpeg). Image dimensions can be checked by listing the folder/ files or moving mouse over the file image icon. Candidates using MS Windows/ MSOffice can easily obtain photo and signature in .jpeg format not exceeding 50 kb & 20 kb 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 another photo editor also. While filling in the Online Application Form the candidate will be provided with a link to upload his/ her photograph and signature. <p>f. Procedure for Uploading Document:</p> <ol style="list-style-type: none"> There will be separate links for uploading each document. Click on the respective link "Upload" Browse & select the location where the JPG or JPEG, PDF, DOC or DOCX file has been saved. Select the file by clicking on it and Click the 'Upload' button. Click Preview to confirm that 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 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. If the face in the photograph or signature is unclear the candidate's application may be rejected.
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H. GENERAL INFORMATION:

<ol style="list-style-type: none"> 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. 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 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. Candidates belonging to reserved category, for whom no reservation has been mentioned, are free to apply for vacancies announced for unreserved category provided they must fulfil all the eligibility conditions applicable to unreserved category. 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 SHORTCOMINGS IS/ ARE DETECTED EVEN AFTER APPOINTMENT, HIS/ HER 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. 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 force at the time of joining the Bank. Candidates are advised to keep their e-mail ID active 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. In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the appointment. 	<ol style="list-style-type: none"> Candidates serving in Govt./ Quasi Govt. offices, PSUs including Nationalised Banks/ 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. 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. 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. 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. In case of multiple application, 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. 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. Outstation candidates, who may be called for interview after short-listing will be reimbursed the cost of travelling by AC-III tier (Mail/ Express only) for the shortest route in India OR actual travel cost (whichever is lower) on the basis of actual journey. Local conveyance 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. BANK RESERVES RIGHT TO CANCEL THE RECRUITMENT PROCESS ENTIRELY AT ANY STAGE.
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For any query, please write to us through link "CONTACT US" which is available on Bank's website (URL - <https://bank.sbi/careers/psq.htm?action=pquery> OR <https://sbi.co.in/careers/psq.htm?action=pquery>)

Mumbai,
Date: 23.06.2020

The Bank is not responsible for printing errors, if any

GENERAL MANAGER
(CRPD)