



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/2016-17/5

RECRUITMENT OF SPECIALIST CADRE OFFICERS IN STATE BANK OF INDIA (Contractual Appointment)

1. Online Registration of Application starts from: 06.07.2016
2. Last date for Online Registration of Application & Payment of Fees : 20.07.2016
3. Last date for receipt of the print out of Online application along with enclosures at SBI, CRPD, Corporate Centre, Mumbai: 27.07.2016

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 visit Bank's website www.statebankofindia.com/careers or www.sbi.co.in/careers for applying online.

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.

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
		Gen	Total	Min	Max		
1	Vice President-CRM Implementation	1	1	21	45 Years	MBA (Marketing) or MCA from reputed institution.	Minimum 10 years of experience in B2C industry verticals out of which minimum 5 years of experience in sales, customer service and marketing. Candidates with PMP certification preferred.
2	Vice President-Customer Analytics (Assets Products)	1	1	21	45 Years	Master's degree in Statistics, Mathematics from reputed university / MBA (Marketing/ Finance/ Operations) or MCA.	Minimum 10 years of experience working with lending products in the bank.
3	Vice President-Technology Architecture	2	2	21	45 Years	B.E. / B. Tech /M. Sc. / M. Tech. in Computer Science/Information Technology/ Electronics or MCA from Government recognized University / Institution.	Minimum 10 years of experience in IT sector company out of which minimum 3 years in architecture design (HW and applications)

A. Key skills:

Post 1) Vice President - CRM Implementation

Should have a thorough understanding of the consumer decision journey as applicable to financial services and products

Should have experience in implementing large projects

Should understand the CRM domain for banking and financial services (Retail & Corporate)

Experience of working with various CRM solutions in the areas of defining business processes, solution design, integration, testing and data migration for various CRM transformation programs

Experience in handling application support and transition engagements

Experience in managing teams and vendors

Excellent communication skills (verbal and written)

Change management

Functional areas – Marketing management, campaign design and execution, Salesforce automation, customer service, Omni-channel experience design and delivery

Technical areas – Leading CRM products, Contact centre integration, channels and mobility integration and enablement, Analytics, Middleware, SOA, ETL and testing tools etc.

Post 2) Vice President- Customer Analytics (Assets Products)

Thorough understanding of Balance Sheet and P&L statements, and product profitability drivers

Excellent organizational skills – and the ability to work across team boundaries, building partnerships and consensus to execute key projects

Excellent communication skills

The ability to frame problems in the context of a profitable asset portfolio

Understanding of and ability to work with computer systems and programming languages to handle large volumes of data quickly and effectively will be a desirable skill

Understanding of marketing communication and customer behaviour

Post 3) Vice President -Technology Architecture

Experience of integration technologies

Knowledge of TOGAF / Zachman Framework implementation

Expertise in the areas of Application , Data and Technology Architecture

Extremely good knowledge on SDLC processes

Sound knowledge on IT Application architecture, Design methodologies across multiple platforms

Good grip on non-functional areas like performance, scalability studies, human interaction, software ergonomics

Should have clarity on what business wants and ability to transform wants to results

Thought provocative leader

Well versed in Design Patterns, Design Principles & UML modeling

Clear understanding of architecture concepts in the areas such as Database, SOA, Security, Middleware

Key Responsibility Areas

REMUNERATION :

For Posts 1 to 3 : The total emoluments (CTC) will be Rs.24 lacs per annum (Negotiable for suitable candidate). No perquisites.

For 2nd year : Rs 24 lacs + 10% performance based variable pay plus increment of 10% and for 3rd year: Rs. 24 lacs + 10% performance based variable pay plus increment of 10%. Reimbursement of Medical Insurance premium for self and family of not exceed 2 children, amount not exceed Rs. 0.30 lacs, shall be paid extra.

PERIOD OF CONTRACT: 3 years and may be extended further at the discretion of the Bank. Termination by giving notice of one month.

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], 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 **www.statebankofindia.com** 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 '**Career 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 27.07.2016 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".

F) 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.

CANVASSING IN ANY FORM WILL BE A DISQUALIFICATION

Mumbai,
Date: 04.07.2016

GENERAL MANAGER

The Bank is not responsible for printing errors, if any