



**State Bank of India**  
Central Recruitment & Promotion Department  
Corporate Centre, Mumbai  
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# HR AWARDS & ACCOLADES



**ET HUMAN CAPITAL AWARDS**

- HR Leader of the Year – Large Scale Organization
- Excellence in Business Continuity Planning & Management
- Most Valuable Employer during COVID 19

**MARKSMEN DAILY AWARDS**

**Most Preferred Workplace 2023-24**

**GREENTECH HR AWARDS 2023**

- Transformative HR Practices Award
- Employee Engagement Award
- Learning & Development Award
- Compensation & Benefits Award



## RECRUITMENT OF SPECIALIST CADRE OFFICER ON CONTRACTUAL BASIS (ADVERTISEMENT NO: CRPD/SCO/2023-24/34)

**ONLINE REGISTRATION OF APPLICATION & PAYMENT OF FEES: FROM 20.03.2024 TO 09.04.2024**

**State Bank of India invites Online application from Indian citizens for appointment to the following Specialist Cadre Officers Posts on Contractual Basis. Candidates are requested to apply Online through the link given on Bank's website <https://bank.sbi/careers>**

1. 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.
2. Before applying, candidates are requested to ensure that they fulfil the eligibility criteria for the Post as on the date of eligibility.
3. Candidates are required to upload all required documents (resume, ID proof, age proof, PwBD Certificate (if applicable), educational qualification, experience etc.) failing which their application/candidature will not be considered for shortlisting/ interview.
4. Short listing 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).
5. 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.
6. Candidates are advised to check Bank's website <https://bank.sbi/careers> regularly for details and updates (including the list of shortlisted/ selected candidates). The Call (letter/ advice), where required, will be sent by e-mail only (no hard copy will be sent).
7. ALL REVISIONS/ CORRIGENDUM (IF ANY) WILL BE HOSTED ON THE BANK'S WEBSITE ONLY.
8. 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.
9. Hard copy of application & other documents not to be sent to this office.

### A. DETAILS OF POST/VACANCY/ AGE/ REMUNERATION/PLACE OF POSTING/NATURE OF ENGAGEMENT/SELECTION PROCESS:

Sl. No.	Name of Posts	Vacancies			Age (As on 01.03.2024)	Annual CTC	Place of posting <sup>#</sup>	Contract Period <sup>\$</sup>	Nature of Engagement (Comparable Scale)	Selection Procedure
		UR	Total	PwBD <sup>^</sup> VI	Maximum					
1	<b>Head (Corporate Communication &amp; Marketing)</b>	01	<b>01</b>	01	<b>55 years</b> (Maximum age not a limiting factor & can be relaxed upto maximum 3 years for suitable candidates)	As per current market scenario	Corporate Centre, Mumbai	3 Years	Contractual Engagement (TEGS-VII)	Shortlisting and interaction followed by CTC Negotiation

**ABBREVIATION:** UR - Unreserved PwBD - Persons with Benchmark Disability, VI - Visually Impaired, CTC – Cost to Company, TEGS-VII - Top Executive Grade Scale - VII

<sup>^</sup> Reservation is horizontal and is included in the vacancy of the respective parent category.

<sup>\*\*</sup> Annual CTC will be bifurcated into Fixed Pay & Variable pay in 80:20 ratio. However, CTC will not be a limiting factor for the suitable candidate and shall be finalized based on present CTC of selected candidate.

<sup>#</sup> The bank reserves the right to post or transfer the services to any of the offices of State Bank of India in India or to depute to any of its associates/subsidiaries or any other organization depending upon the exigencies of service.

<sup>\$</sup> The initial contract period is of 3 Years, renewable for a further period of 1 year at the sole discretion of the Bank. The contract can be terminated at any time, without prejudice, by giving three months' notice from either side or on payment/surrender of three months' compensation amount in lieu thereof.

### **IMPORTANT POINTS:**

- i) The number of vacancies including reserved vacancies mentioned above is provisional and may vary according to the actual requirement of the Bank.
- ii) Candidate must possess the relevant full-time experience as on specified date.
- iii) The relevant experience certificate from employer must contain specifically that the candidate had experience in that related field as required.
- iv) Candidate belonging to reserved category including Person with Benchmark Disabilities (PwBD) for whom no reservation has been mentioned are free to apply for vacancies announced for General category provided they fulfil all the eligibility criteria applicable to General category.
- v) PwBD candidate should produce a certificate issued by a competent authority as per the Government of India Guidelines.
- vi) Reservation for PwBD candidates is horizontal and is included in the vacancy of the respective parent category.
- vii) In case where the certificate of Degree / Post Graduation / Professional Qualification / Diploma does not specify the field of specialization, the candidate will have to produce a certificate from the concerned university / institute / college specifically mentioning the specialization.
- viii) In case where the certificate of Degree / Post Graduation / Professional Qualification / Diploma does not specify final passing marks in percentage (%) terms, the candidate will have to produce a certificate from the concerned university / institute / college specifically mentioning the conversion factors.

**B. DETAILS OF QUALIFICATION, EXPERIENCE, SKILLS, BRIEF JOB PROFILE & KEY RESPONSIBILITY AREA:**

REQUIRED QUALIFICATIONS (As on 01.03.2024)	EXPERIENCE & SPECIFIC SKILLS (As on 01.03.2024)	JOB PROFILE
<p><b>Basic:</b></p> <p>Graduate from a recognized university approved by Govt. bodies / AICTE/ UGC.</p> <p>Preference will be given to candidates possessing Management Degree (i.e. Master of Business Administration (MBA)/ Post Graduate Diploma in Business Management (PGDBM)/ Post Graduate Diploma in Management (PGDM)) in any specialization.</p>	<p><b>Experience:</b></p> <p>Minimum 18 Years' well-rounded experience in the field of Marketing &amp; Communications with a focus on marketing expansion in e-Commerce /Banking Industry/ Fintech Company/ Information Technology or a consumer facing company.</p> <p><b>Out of total experience at least 10 years' experience is required in BFSI and 5 years of experience in a Senior Management Role.</b></p>	<p>The Head (Corporate Communications &amp; Marketing) shall be responsible for overall planning, development and execution of Bank's all brand and product marketing, advertising, publicity, corporate communications and digital and social media marketing initiatives. He/she shall be responsible for measuring and reporting on the performance of all marketing campaigns.</p>

**C. SPECIFIC SKILLS:**

- As a senior level marketing professional, candidate must have both analytical and creative, must have experience in developing high level marketing and brand strategy in line with the strategic vision of the organization.
- Candidate should be a visionary with a deep understanding of traditional and innovative marketing strategic and a proven track record of creative campaigns and initiatives that will drive and increase revenue.
- Candidate should have proven working experience in corporate communication.
- Candidate should have demonstrable experience of leading and managing SEO/SEM/SMO, marketing database, email, social media and/or display advertising campaigns.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.

**D. Key Responsibility Areas (KRAs):**

- To develop marketing and brand strategy in line with strategic vision of the organization.
- To plan direct and coordinate marketing budgets in accordance with organizational goals.
- To conceptualize, strategize and execute digital marketing.
- To develop and strengthen Bank's Unique and compelling voice to build brand awareness, relevance, reputation and esteem among target audience and to ensure that brand standards are maintained across all channels through internal and external communication channels.
- To generate revenue by increasing sales through successful marketing for the entire organization using market research, pricing, product marketing, marketing communications, advertising, public relations and CSR activities. To guide communication team to create a best-in-class social media presence that empowers stakeholders to spread the Bank's brand virally.
- To ensure that organization's message is circulated across channels such as mobile platforms video and social media and to targeted audiences in order to meet sales objectives.
- To perform various other tasks such as analytical, pricing and market research, creative tasks such as designing advertising and promotions and interpersonal tasks such as coordinating many different styles of thinking in a single team.
- Research competition, investigate benchmarks and provide suggestion for improvement.

**Remarks: KRA's: KRAs shall be assigned on joining. Job Profile mentioned above are illustrative. Role/Jobs in addition to the above mentioned may be assigned by the Bank from time to time for the above posts.**



**E. REMUNERATION:** Annual CTC, which is negotiable, will depend upon Experience & Current Emoluments of candidates in the present employment and place of posting. The CTC comprises 80% fixed and 20% variable pay. Annual increment in CTC will be up to 10% subject to satisfactory performance.

**Variable Pay:** The contractual officer shall become eligible for payment of variable pay subject to securing minimum qualifying 90% marks in the performance appraisal of the relevant period. Appraisals will also be complied at half yearly intervals as on 31<sup>st</sup> March and 30<sup>th</sup> September. In case the contract ends before the completion of 6 months (from 2<sup>nd</sup> year onwards), the variable pay will be released on pro-rata basis. Payment shall be subject to deduction of Income Tax from contractual officer as per the extant income tax rules.

The variable pay structure, depending on the performance of the contractual officer will be as under:

Score in the performance Appraisal	Percentage of Variable Compensation payable
99 to 100%	100%
97 to 98.99 %	90%
94 to 96.99%	80%
90 to 93.99%	70%
Below 90%	NIL

In the first year, the appraisal will be done as on 31<sup>st</sup> March or 30<sup>th</sup> September, whichever falls first after the completion of first six months of joining. The variable pay will be calculated for the entire period for which the appraisal has been done i.e. from the date of joining to the date of appraisal. The variable pay will be paid only for the completed half year. In other words, if the job contract is terminated from either side, before the completion of half year, no variable pay will be paid. After the first appraisal, subsequent appraisals will be done either on 31<sup>st</sup> March or 30<sup>th</sup> September depending upon the last appraisal date.

**F. LEAVE:** The proposed Officer engaged on Contract (OEC) shall be entitled to leave of 30 days during the financial year which will be granted by Bank for genuine and appropriate reasons. For the purpose of computation of leave, intervening Sundays/ Holidays shall not be included. Other terms and conditions of leave may be as applicable to other contractual officers.

**G. TERMINATION OF CONTRACT:** The contract can be terminated from either side by giving 3 months' notice or by paying an amount equal to 3 month's compensation without assigning any reasons whatsoever.

**H. 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.

**I. SELECTION PROCESS:** The selection will be based on shortlisting and interaction. Thereafter, CTC negotiations will be held.

- ❖ **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 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.** The shortlisted candidates will be called for interview.
- ❖ **Interaction:** Interaction 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 scores 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 list.
- ❖ **CTC Negotiation:** CTC Negotiation will be done one-by-one, with the candidates in order of the merit list drawn on the basis of marks obtained in the interview.

**J. 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 advice etc. by email.

GUIDELINES FOR FILLING ONLINE APPLICATION	GUIDELINES FOR PAYMENT OF FEES
<p>i. Candidates will be required to register themselves online through the link available on SBI website <a href="https://bank.sbi/careers/current-openings">https://bank.sbi/careers/current-openings</a> and pay the application fee using Internet Banking/ Debit Card/ Credit Card etc.</p> <p>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 (under 'How to Upload Document').</p> <p>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. This facility of editing the saved information will be available for three times only. Once the application is filled completely, candidate should submit the same and proceed for online payment of fee.</p> <p>iv. <b>After registering online, the candidates are advised to take a printout of the system generated online application forms.</b></p>	<p>i. Application fees and Intimation Charges (Non-refundable) is ₹ 750/- (₹ Seven Hundred Fifty only) for General/EWS candidates and no fees/intimation charges for SC/ ST/ OBC/ PwBD candidates.</p> <p>ii. 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.</p> <p>iii. Fee payment will have to be made online through payment gateway available thereat. 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.</p> <p>iv. 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 retained by the candidate.</p> <p>v. If the online payment of fee is not successfully completed in first instance, please make fresh attempts to make online payment.</p> <p>vi. A provision is there to reprint the e-Receipt and Application form containing fee details, at later stage.</p> <p>vii. <b>Application Fee once paid will NOT be refunded on any account NOR can it be adjusted for any other examination or selection in future.</b></p>

**K. HOW TO UPLOAD DOCUMENTS:**

<p><b>a. Details of Document to be uploaded:</b></p> <p>i. Recent Photograph</p> <p>ii. Signature</p> <p>iii. Brief Resume (PDF)</p> <p>iv. ID Proof (PDF)</p> <p>v. Proof of Date of Birth (PDF)</p> <p>vi. PwBD certification (if applicable) (PDF)</p> <p>vii. Educational Certificates: Relevant Mark-Sheets/ Degree Certificate (PDF)</p> <p>viii. Experience certificates (PDF)</p> <p>ix. Form-16/Offer Letter/Latest Salary slip from current employer (PDF)</p> <p>x. No Objection Certificate (If applicable) (PDF)</p>	<p><b>d. Document file type/ size:</b></p> <p>i. All Documents must be in PDF (except Photograph &amp; Signature)</p> <p>ii. Page size of the document to be A4</p> <p>iii. Size of the file should not be exceeding 500 kb.</p> <p>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 500 kb, then adjust the setting of the scanner such as the DPI resolution, no. of colors etc., during the process of scanning. Please ensure that Documents uploaded are clear and readable.</p>
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<p><b>b. Photograph file type/ size:</b></p> <ol style="list-style-type: none"> <li>i. Photograph must be a recent passport style colour picture.</li> <li>ii. Size of file should be between 20 kb - 50 kb and Dimensions 200 x 230 pixels (preferred)</li> <li>iii. Make sure that the picture is in colour, taken against a light-coloured, preferably white, background.</li> <li>iv. Look straight at the camera with a relaxed face</li> <li>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</li> <li>vi. If you have to use flash, ensure there's no "red-eye"</li> <li>vii. If you wear glasses make sure that there are no reflections and your eyes can be clearly seen.</li> <li>viii. Caps, hats and dark glasses are not acceptable. Religious headwear is allowed but it must not cover your face.</li> <li>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, no. of colour etc., during the process of scanning.</li> </ol>	<p><b>e. Guidelines for scanning of photograph/ signature/ documents:</b></p> <ol style="list-style-type: none"> <li>i. Set the scanner resolution to a minimum of 200 dpi (dots per inch)</li> <li>ii. Set Color to True Color</li> <li>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).</li> <li>iv. The photo/ signature file should be JPG or JPEG format (i.e. file name should appear as: image01.jpg or image01.jpeg).</li> <li>v. Image dimensions can be checked by listing the folder/ files or moving the mouse over the file image icon.</li> <li>vi. Candidates using MS Windows/ MSOffice can easily obtain photo and signature in .jpeg format not exceeding 50 kb &amp; 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) &amp; 20 kb (signature) by using crop and then resize option (Please see point (i) &amp; (ii) above for the pixel size) in the 'Image' menu. Similar options are available in another photo editor also.</li> <li>vii. While filling in the Online Application Form the candidate will be provided with a link to upload his/her photograph and signature.</li> </ol>
<p><b>c. Signature file type/ size:</b></p> <ol style="list-style-type: none"> <li>i. The applicant has to sign on white paper with Black Ink pen.</li> <li>ii. The signature must be signed only by the applicant and not by any other person.</li> <li>iii. The signature will be used to put on the Call Letter and wherever necessary.</li> <li>iv. Size of file should be between 10 kb - 20 kb and Dimensions 140 x 60 pixels (preferred).</li> <li>v. Ensure that the size of the scanned image is not more than 20 kb.</li> <li>vi. Signature in CAPITAL LETTERS shall NOT be accepted.</li> </ol>	<p><b>f. Procedure for Uploading Document:</b></p> <ol style="list-style-type: none"> <li>i. There will be separate links for uploading each document.</li> <li>ii. Click on the respective link "Upload"</li> <li>iii. Browse &amp; select the location where the JPG or JPEG, PDF, DOC or DOCX file has been saved.</li> <li>iv. Select the file by clicking on it and click the 'Upload' button.</li> <li>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</li> <li>vi. Once uploaded/ submitted, the Documents uploaded cannot be edited/ changed.</li> <li>vii. <b>After uploading the photograph/ signature in the online application form candidates should check that the images are clear and have been uploaded correctly.</b> 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></li> </ol>

## L. GENERAL INFORMATION:

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| <p>I. Before applying for the 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.</p> <p>II. Candidates belonging to reserved category including, for whom no reservation has been mentioned, are free to apply for vacancies announced for General category provided they must fulfil all the eligibility conditions applicable to General category.</p> <p>III. 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 ENGAGEMENT, HIS/ HER CONTRACTS ARE LIABLE TO BE TERMINATED.</p> <p>IV. The applicant should ensure that the application is strictly in accordance with the prescribed format and is properly filled.</p> <p>V. Engagement of selected candidate is subject to his/ her being declared medically fit as per the requirement of the Bank. Such engagement 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.</p> <p>VI. Candidates are advised to keep their e-mail ID active for receiving communication viz. call letters/ Interview date advices etc.</p> <p>VII. The Bank takes no responsibility for any delay in receipt or loss of any communication.</p> <p>VIII. Candidates serving in Govt./ Quasi Govt. offices, Public Sector undertakings including Nationalized 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.</p> <p>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.</p> <p>X. 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.</p> | <p>XI. DECISION 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.</p> <p>XII. 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.</p> <p>XIII. 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.</p> <p>XIV. In case of multiple application, only the last valid (completed) application will be retained, the application fee/ intimation charge paid for other registration will stand forfeited.</p> <p>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.</p> <p>XVI. Outstation candidates, who may be called for interview after short-listing will be reimbursed the cost of travelling by Train (Tier III) fare for the shortest route in India OR the actual travel cost in India (whichever is lower) on the basis of actual journey. Local conveyance like taxi/cab/personal vehicle expenses/fares will not be payable. A candidate, if found ineligible for the post will not be permitted to appear for the interview and will not be reimbursed any fare.</p> <p>XVII. <b>BANK RESERVES RIGHT TO CANCEL THE RECRUITMENT PROCESS ENTIRELY AT ANY STAGE.</b></p> <p>XVIII. <b>At the time of interview, the candidate will be required to provide details regarding criminal cases pending against him/her, if any. The Bank may also conduct independent verification, inter alia, including verification of Police Records, etc. The Bank reserves the right to deny the engagement depending upon such disclosure and/or independent verification.</b></p> |
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For any query, please write to us through link "CONTACT US/ Post Your Query" which is available on Bank's website

<https://bank.sbi/web/careers>

The Bank is not liable for printing errors, if any.

Mumbai  
20.03.2024

GENERAL MANAGER  
(RP&PM)



## HOW TO APPLY

Login to <https://bank.sbi/careers/current-openings>



Scroll down and click on the respective advertisement



**Download advertisement no. CRPD/SCO/2023-24/34**  
(Carefully read the detailed advertisement)



**Apply Online**

(Before final submission, please go through your application.)

Corrections will not be allowed after final submission)



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ET Company of the Year Award 2023**

