



The South Indian Bank Ltd., Regd. Office: Thrissur, Kerala

RECRUITMENT FOR OFFICERS/ EXECUTIVES

The South Indian Bank Ltd., a Premier Scheduled Commercial Bank in India, invites applications from Indian Nationals for roles in Marketing.

READ THIS NOTIFICATION CAREFULLY BEFORE APPLYING.

Eligible applicants are requested to apply ONLINE through Bank's website www.southindianbank.com No other means/modes of applications will be accepted. Before the registration, applicants are requested to ensure that there is a valid email id in his/her name. Applicants are advised to use Internet Explorer 7 & higher or Mozilla Firefox browsers for the registration of applications.

All future communications in this regard will be notified in our website.

a) IMPORTANT DATES

Online Application - Start Date	03.12.2020
Online Application - End Date	11.12.2020

b) NO. OF VACANCY: 2

c) ROLES & SCALE OF APPOINTMENT

ROLE	SCALE OF APPOINTMENT
Analytics Campaign, Social Media Marketing and Product Management	Scale IV/V
Card Business Management	

d) ELIGIBILITY CRITERIA (as on 30.11.2020)

Age	Not more than 50 years
Minimum Educational Qualification	Graduation from a recognised University.
Work Experience	Minimum 15 years

e) TERMS OF EMPLOYMENT

Probation Period	1 year
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f) COMPENSATION PACKAGE

IBA Package as applicable to the Scale in which the applicants are recruited. Higher fitment of Basic Pay for deserving candidates under the discretion of Management. Will be eligible for basic Performance Linked Incentives (PLI). All other benefits as applicable to the Scale in which the applicants are recruited

g) JOB DESCRIPTION/ CORE COMPETENCIES

Analytics Campaign, Social Media Marketing and Product Management

- Demonstrable experience in a senior role in designing and implementing successful Marketing Strategies, Campaigns and its execution. Experience in handling business role / sales distribution in a financial organisation.
- Direct Ownership & Responsibility for Marketing Strategy and Execution of marketing programs/Business Analytics Campaigns covering all Retail Banking products.
- Provide creative directions for digital marketing and its execution.
- Conceptualize and execute multi-channel campaigns across customer life cycle ensuring alignment of communication across all channels.
- Develop marketing plans/campaigns to drive business objectives across different channels and segments.
- Partner with creative team, other internal stakeholders, external agencies and vendors.
- Effective CRM utilization for Lead Management.
- Lead the development, planning, management, execution, administration and analysis of social media strategy across multiple channel ensuring strong social media presence.

Card Business Management

- Detailed Product Knowledge covering all card products.
- Understanding of marketing dynamics including demographic factors, competitor products and services.
- Advanced knowledge of industry practices, standards, rules and regulations.
- Direct Ownership, Responsibility & Accountability for scaling high-growth Card Business portfolio for the Bank. Provide creative directions for digital marketing and its execution.
- Own and Manage Rewards and loyalty program to support customer engagement.
- Manage overall Card Business P&L, budget for all card products including Debit, Credit & Prepaid Instruments.
- Partner with creative team, other internal stakeholders, external agencies and vendors.
- Forecast, Budget and achieve yearly business plan set forth by the management. Drive Card Product, Sales & Portfolio Management Strategies by identifying opportunities for new products, retention, cross sells.
- Liaison with Schemes [VISA/ Master / Rupay] & Partners. Alliance & Strategic Partnership Management. Regulatory Compliance & reporting for the products
- Manage cross functional teams including coaching, counselling & mentoring of product & Sales Team and building skillset of direct reports.

h) PLACE OF POSTING

Anywhere in India

(Liable for transfer anywhere in India at the sole discretion of the Bank.)

i) MODE OF SELECTION

Initial Shortlisting and Interview

- ✓ A committee formulated by the Bank will conduct the initial shortlisting of the applications based on the suitability for the roles.
- ✓ Adequate number of shortlisted applicants will be called for the Interview.
- ✓ Mere eligibility will not vest any right on the applicant for being called for the Interview.
- ✓ The Bank reserves the right to make required modifications in the selection process considering the number of applications for the post and also decide the number of applicants to be called for the Interview.
- ✓ In matters regarding eligibility and selection, Bank's decision will be final and **no further correspondence will be entertained.**

j) APPLICATION FEE

Rs.800/- (excluding GST and other applicable charges)	<ul style="list-style-type: none">• Applicants meeting the stipulated norms only need to apply for the post.• Application fee once remitted will not be refunded in any case.
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k) HOW TO APPLY

Applicants can apply online through Bank's website www.southindianbank.com only from **03.12.2020 to 11.12.2020** and no other mode of application will be accepted.

- ✓ Ensure that the applicant fulfils all the eligibility criteria.
- ✓ The applicants are requested to ensure that the information provided in the Online-Application Form is correct before submitting the application form.
- ✓ There will not be any provision to modify the submitted online application. Applicants are requested to take utmost care while filling up the online application.
- ✓ Applicants making multiple registrations will be disqualified.
- ✓ Applicants will have to enter their basic details and upload the photograph, signature and Curriculum Vitae (CV) as per the specifications given below. Copies of the photograph may be retained for use at the time of Interview.

❖ Guidelines for uploading Photograph:

- A recent passport size colour photograph should be used.
- Make sure that the picture is taken in a white background.
- Casual photographs wearing caps/hats/dark glasses will not be accepted.
- Resolution: 140 pixels (height) x 110 pixels (width).
- Ensure that the size of the scanned image is not more than 50kb.

❖ Guidelines for uploading Signature:

- The applicant should sign on a white paper with black ink pen and upload the same
- Resolution: 110 pixels (height) x 140 pixels (width)
- Ensure that the size of the scanned image is not more than 50kb.

❖ Guidelines for uploading Curriculum Vitae (CV):

- The CV should be in PDF format
- Ensure that the size of the file is not more than 1 MB.

- ✓ Please note that there will be a system generated User Id (Application Ref. Id) for your registered application. Applicants should create their own password to login and for taking print of the application form. Please note down the User ID (Application Ref. ID) and Password carefully for future references. An e-mail containing details of the registration will be sent to the e-mail Id given by the applicant.
- ✓ Keep a copy of the application printout for future reference.

Applicants are advised to visit “careers” page in our website www.southindianbank.com for future updates. **Please also note that the physical copy of the Application need not be sent to us.**

1) GENERAL CONDITIONS

- ✓ Before filling in the online application form, the applicant must ensure that he/she fulfills all the eligibility criteria with respect to age, educational qualifications, work experience etc. in respect of the post for which he/she is making the application. The applicants will be called for the Interview based on the information provided in the online application form submitted by them. If any of the information furnished by the applicant is found to be false at later date, the selection / appointment shall be liable for termination.
- ✓ Applicants are advised to retain two copies of the same photograph which is used in the application for use at the time of Interview.
- ✓ Canvassing in any form will be a disqualification.
- ✓ Applicants will have to appear for Interview at their own cost.
- ✓ Applicants willing to serve anywhere in India only need to apply.
- ✓ Appointment will also be subject to Medical fitness, satisfactory background verification and completion of other formalities as per the rules and regulations of the Bank from time to time.

NOTE:

The Access to the Bank’s website could be delayed towards the closing date for submitting the Online Registration due to heavy Internet Traffic. Hence the applicants are advised to avoid last minute rush and make use of the time span available for submitting the applications online. The Bank does not assume any responsibility for the applicant not being able to submit his/her application due to non-availability of internet or any other reason beyond the control of the Bank.

For queries please contact:

Our Toll Free Customer Care Number **1800-425-1809/ 1800-102-9408** or mail us at **careers@sib.co.in**
