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

RECRUITMENT OF OFFICERS FOR MARKETING

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

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 sent to the registered email id given while applying online.

a) IMPORTANT DATES

Online Application - Start Date	05.05.2023
Online Application - End Date	15.05.2023

b) ROLES, SCALE OF APPOINTMENT & POSTING

ROLE	SCALE OF APPOINTMENT*	POSTING#
Marketing – Industry Events	Scale I/II (IBA Package)	Mumbai
Social Media Management	Scale I/II (IBA Package)	Ernakulam
Search Engine Optimisation	Scale I/II (IBA Package)	Ernakulam

However, the scale of appointment will be fixed by the management based on the qualification and experience of the applicant.

#Liable for transfer anywhere in India at the sole discretion of the Bank

c) **ELIGIBILITY CRITERIA (as on 30.04.2023)**

ROLE	WORK EXPERIENCE	AGE Not Above	EDUCATIONAL QUALIFICATION
Marketing – Industry Events	4 years in Marketing in Banking industry having conducted industry events for MSME & NRI Business	35 years	MBA Marketing/PGDM from a recognized University with a minimum score of 60%
Social Media Management	4 years in the domain	40 years	MBA Marketing from a recognized University with a minimum score of 60%
Search Engine Optimisation	4 years in the domain and Hands-on experience with SEO, UI/UX and web traffic metrics.	40 years	MBA Marketing from a recognized University with a minimum score of 60% (Preferably B.Tech Computer Science + MBA)

- Candidates who are meeting the requisite eligibility criteria only need to apply.
- Candidate should indicate the percentage marks obtained calculated to nearest two decimals in the Online application. Where CGPA/ OGPA is awarded, the same should be converted into percentage and indicated in the Online Application. If called for Interview the candidate will have to produce a certificate issued by the appropriate authority inter alia stating the norms of the University regarding conversion of grade into percentage and the percentage of marks scored by the candidate in terms of these norms
- If Grade/ CGPA is awarded instead of marks, only candidates securing CGPA/ Grade equivalent to 60% or more may apply. Equivalent percentage should be mentioned at the time of application.
- The Grade Point Average (GPA) to percentage conversion criteria as detailed below may be adopted for converting the GPA/SGPA/CGPA, as the case may be, to percentage in case marks are not directly given in the mark list and no criteria is available from the institution for converting the GPA to percentage. **"Percentage= (GPA*7.1) + 11" (for the scale of 10-point)**
- Those who have scored less than 60% marks will not be eligible for applying. Rounding off to the nearest integer is not allowed. (For e.g. 59.99 % cannot be rounded off to 60 %)
- The percentage of marks shall be arrived by dividing the total marks obtained in all the subjects in all the semester(s)/ year(s) by the total maximum marks in all subjects, irrespective of honours/ optional/ additional optional subject, if any.

d) **TERMS OF EMPLOYMENT**

Probation Period	1 year

e) **COMPENSATION PACKAGE**

Compensation shall be fixed by the management based on the knowledge and experience of the applicant. Will be eligible for Performance Linked Incentives (PLI) based on performance review on the terms and conditions of the Board approved Performance Linked Incentive Scheme for the respective financial years. All other benefits will be as applicable to the Scale in which the applicants are recruited.

Initial Salary/emoluments per annum between Rs.10.25 lakhs and Rs.14.50 lakhs depending on the scale of appointment, place of posting and other factors

f) JOB DESCRIPTION/ CORE COMPETENCIES

ROLE	JOB DESCRIPTION/ CORE COMPETENCIES
Marketing – Industry Events	- Building thought leadership within the MSME and NRI community - Plan and conduct Marketing activities, initiatives & Events as a lead generator for MSME business - Tying up with trade associations for various industry events - Building rich content, relevant to the MSMEs to attract the MSME CEOs and decision makers - Planning industry events of varying scale as a medium for lead generation with end to end management of theme, event content with industry speakers, audience generation, event management, conversions etc. - Well connected with the MSME ecosystem to get relevant industry speakers - Responsible to work closely with business for the marketing of MSME & NRI business of the bank - Conceptualize and design Marketing collaterals for MSME in coordination with the Sales team for geographies across India - Provide out of the Box Marketing ideas to support the Sales team which can help in boosting business - Doing lifestyle events with HNI MSME customers and senior management - Creating an online community for NRIs and MSMEs respectively - NRI marketing and participation in international events and expos - NRI homecoming offers and campaigns - Managing NRI events and sponsorships domestically and internationally
Social Media Management	- Should be proficient in the latest marketing automation tools and social media trends. - Should be up to date with the latest marketing automation technologies and Social media trends and should be able to handle our social media presence ensuring a high level of customer engagement and the CRM campaign module. - Develop social media strategies for all social platforms - Collaborate with the business team to understand their requirements and come out with innovative campaign propositions for all social platforms. - Plan hygiene, hub and hero content calendar for all SM channels in coordination with the agency - Increase the brand followers in all SM channels - Design and implement social media strategies to align with business goals - Working knowledge of CRM and other marketing automation tools - Excellent communication skills - Analytical and multitasking skills.
Search Engine Optimisation	- Responsible for ensuring superior customer journeys, user experience and organic page rankings and will also work closely with other departments to create content to drive traffic to the website and generate leads for the sales team. - This role will be the custodian of our website & campaign pages (UI& UX) and also responsible for revamping the website. - Ensure superior user experience/ journeys in all our digital platforms, analyse the competition and implement best practices. - Report on website analytics and assesses against goals (ROI & KPI) - Auditing the website regularly for content. - Research and implement search engine optimisation recommendations. - Work with the marketing team to drive SEO in content creation and content programming - Recommend changes to website & Campaign page architecture, content, linking and other factors to improve SEO positions for target keywords - Understand the target audience and their key demographics, interests and online behaviour with keyword search

- Plan a calendar with types of content (e.g. Blogs, posts etc.) based on the keyword trends
- Optimise the content considering SEO and Google analytics.
- Coordinate with the external/internal development team to keep website/ campaign pages to ensure a superior user experience and traffic.
- Manage all aspects of website analytics and file monthly reports on traffic behaviours and areas of improvement.
- Basic knowledge in web development
- Analytical mind set and critical thinking

g) 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 Interview.
- ✓ Mere eligibility will not vest any right on the applicant for being called for Interview.
- ✓ Bank reserves the right to make required modifications in selection process considering number of applications for the post and also decide the number of applicants to be called for Interview.
- ✓ In matters regarding eligibility and selection, Bank's decision will be final and **no further correspondence will be entertained.**

h) APPLICATION FEE

Rs.100/-
(excluding GST and other applicable charges)

- **Applicants meeting the stipulated norms only need to apply for the post.**
- **Application fee once remitted will not be refunded in any case.**

i) HOW TO APPLY

Applicants can apply online through Bank's website www.southindianbank.com only from **05.05.2023 to 15.05.2023** 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:**

- JPEG format (.jpg)
- Width - 378 pixel, Height - 437 pixel
- Resolution – 300 per sq. inch
- File Size – should not exceed 200 KB

❖ **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**.

j) GENERAL CONDITIONS

✓ Before filling in the online application form, the applicant must ensure that he/she fulfils 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 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 incorrect/ false on a later date, the selection / appointment is 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 on their own.

✓ 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**

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