



(A Government of India undertaking)

Corporate Office, 254-260, Avvai Shanmugam Salai, Royapettah, Chennai – 600014.

ENGAGEMENT OF SPECIALISTS IN DIGITAL MARKETING, ANALYTICS CoE AND DIGITIZATION ON CONTRACTUAL BASIS

INDIAN BANK, a leading Public Sector Bank, with headquarters in Chennai having geographical presence all over India and abroad invites applications from Indian Citizens for **Engagement of Specialists in Digital Marketing, Analytics CoE and Digitization on Contractual Basis.**

Vacancies:

Vertical	Role	Description	Vacancies
Digital Marketing	Social Media Specialist	Manage agency relations and deliverables	2
		Review social media calendar	
	Partnerships and Affiliates lead	Forge new brand and affiliate partnerships in line with business requirements	1
		Closely track and document platform performance for future reference	
	Creatives expert	Inputs on Creatives to agencies	2
		Create/monitor email, video, SMS Creatives	
Analytics CoE	Data engineers	Define data storage and governance strategy / policy	2
Digitization	UI / UX designers	Define unified customer experience, provide inputs to UI/ UX of customer facing solutions	2
Total			9

The eligibility and other terms and conditions are furnished as follows:

S.No.	Parameters	Criteria
1.	Age	Minimum Age – 30 years and Maximum Age is 50 years as on 01.08.2022
2.	Nature of Engagement	On a fixed contractual term of 3 years.

S.No.	Parameters	Criteria
3.	Termination of Contract	One month's notice or one month's compensation in lieu thereof.
4.	Remuneration	Negotiable, will not be limiting factor for suitable candidate.
5.	Place of work	Chennai or as decided by bank.
6.	Selection Procedure	<p>The applications received from the candidates will be screened and shortlisted on the basis of eligibility and relevant experience.</p> <ol style="list-style-type: none"> 1. The requisite number of shortlisted candidates will be called for interview for final selection. If more number of Applications received a preliminary scrutiny process (Group Discussion, Interview etc.) may be conducted. 2. The final selection will be made on the basis of eligibility, experience, qualification and performance during interaction / interview. 3. The interaction / interview will be conducted by a committee constituted for the purpose. 4. Mere satisfying the eligibility norms do not entitle a candidate to be called for interview. 5. The Bank reserves the right to reject any application not suiting the Bank's requirements without assigning any reason whatsoever and call only the requisite number of candidates out of those who fulfill the eligibility criteria as may be required for the post
7.	Leave	12 days Casual Leave (out of which not more than 4 days leave can be availed at a stretch). Any leave to be availed with prior approval from Reporting Authority.
8.	Application Fees	Rs 1000/- as application fee

The mandatory educational qualification, Experience, Skills and Responsibilities & accountabilities required are as follows:

1. Role: Social media specialist	
Educational Qualification	<ul style="list-style-type: none"> • Bachelor's degree or equivalent in Media, Marketing, Communications, IT, Technology, Management fields
Mandatory Experience	<ul style="list-style-type: none"> • 5+ years of Social Media Marketing • Experience of handling social media pages and handles • Knowledge of analytics, tracking, social media monitoring tools
Desired Skills	<ul style="list-style-type: none"> • Social Media Marketing certifications from Facebook, Google Digital Garage, etc. desirable
Key Responsibility Area (KRAs)	<ul style="list-style-type: none"> • Create and maintain a comprehensive social media calendar to ensure bank presence across social media channels • Ensure proper messaging in line with Bank's vision and brand is spread across social media channels as the bank's voice • Create actionable strategy with the social media agency to grow followers/ reach across social media channels • Work with marketing and user teams to understand customer journeys and accordingly create social media campaigns, Creatives, etc. • Responsible for monitoring customer sentiment across platforms and ensure customer feedback and complaints are handled adequately • Coordinate with performance marketing specialist and user departments to ensure access to social media channels for digital marketing campaigns, pulling data to analyze campaigns, etc. • Work with social media agency to implement strategies to improve bank's presence, customer engagement, etc. across bank's social media channels • Work with in-house creatives team and agencies to create social media channel-specific content across formats and keep optimizing • Measure, analyze and report MIS for social media activities like traffic, engagement, etc. • Stay up-to-date on the latest social media trends and Monitor new hashtags, trends, platforms, etc. to expand bank's social media presence • Possess experience of media buying, execution and measurement in social media and capability to independently run social media campaigns • Foster a social-savvy culture within the bank with effective internal marketing • Set KRAs of vendors, channels, influencers and other partners on social media platforms and related activities as per industry

	<p>benchmarks and verify them</p> <ul style="list-style-type: none"> Any other work in the scope of functioning of the Parent Department.
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2. Role: Partnership and affiliates lead

Educational Qualification	<ul style="list-style-type: none"> Bachelor's degree or equivalent in Management, Marketing, IT, Media, technology fields
Mandatory Experience	<ul style="list-style-type: none"> 5+ years of experience in digital marketing Experience in monitoring partner and affiliate activity, analyzing their performance, identifying improvement areas, and recommending ways to increase marketing RoI with partners and affiliates
Desired Skills	<ul style="list-style-type: none"> Digital Marketing certifications from Google Digital Garage, Hub spot academy, etc.
Key Responsibility Area (KRAs)	<ul style="list-style-type: none"> Forge new brand and affiliate partnerships in line with business requirements (e.g. to generate leads for bank's products, to create unique digital marketing campaigns with partners, etc.) Collaborate with different departments from marketing to business departments to support digital marketing campaign design, implementation and optimization with partners and affiliates Measure, analyze and report key metrics (E.g. ROAS, # of leads, # of conversions, # of partnerships and affiliates, etc.) for performance measurement of partners, specific digital marketing campaigns, etc. to track effectiveness and compare with other digital marketing channels Explore new-age digital platforms (such as OTT platforms, food delivery, e-com players, etc.) for partnerships for digital marketing activities Identify hot lead databases from the market to acquire NTB customers Conduct all stages of partner onboarding (e.g. RFP creation/contracting, SLA tracking, etc.) Prepare RFP elements relating to business requirement (e.g. scope of work, evaluation criteria, etc.) for timely release of RFP for partner onboarding, if required Stay up-to-date on latest trends, platforms and potential partnerships for the bank for expanding digital marketing channels of the bank Conduct training/ awareness programs for user department on available partners that can be used to drive business growth Ensure bank has empaneled sufficient number of digital marketing agencies, monitor performance of empaneled agencies and request for fresh empanelment of agencies, if required

3. Role: Creatives expert	
Educational Qualification	<ul style="list-style-type: none"> • Bachelor's degree or equivalent in Management, Marketing, IT, Media, technology fields
Mandatory Experience	<ul style="list-style-type: none"> • 3+ years of experience in creatives, communications, designing, video creation and editing • Experience in creating content for various channels like app, website, social media, print ads, etc across multiple formats like images, motion posters, videos, etc
Desired Skills	<ul style="list-style-type: none"> • Knowledge of any one of available tools in the market such as Adobe Creative Suite, Sketch, etc.
Key Responsibility Area (KRAs)	<ul style="list-style-type: none"> • Understand design briefs for creative creation and execute designs across formats (images, videos, etc.) in a timely manner • Understand business objective and consistently deliver high quality Creatives that are impactful and meet the requirements and specifications • Leverage tools such as Photoshop, Illustrator, Premiere Pro, etc. for designing Creatives • Provide inputs to agencies on designed Creatives in line with the requirements of the respective creative • Ensure consistency across created formats from a design perspective to ensure similar design principles, color schemes, etc. are used across the bank • Measure, analyze and report key metrics for customer engagement (where possible) with bank's Creatives e.g. open rates and click-through-rate for emails, SMS, customer comments, etc. • Stay up-to-date on design best practices, new trends, etc. • Any other work in the scope of functioning of the Parent Department.

4. Role: Data engineer	
Educational Qualification	<ul style="list-style-type: none"> • Bachelor's degree in Computer/System Science, Mathematics, Econometrics, Statistics, Data Analytics or other engineering field
Mandatory Experience	<ul style="list-style-type: none"> • 2+ years of experience working with data infrastructure, data reporting, ETL design, data warehousing
Desired Skills	<ul style="list-style-type: none"> • Collaborate with business / owner departments for use cases • Ability to communicate effectively with advanced analytics talents, HR, other stakeholders • Banking industry data regulations understanding • Extensively worked on data extraction, Transformation and loading

	<p>data from various sources like SQL Server, KAFKA and Flat files</p> <ul style="list-style-type: none"> • Warehousing concepts such as Dimensional Modelling, Star and Snowflake Schemas, Data marts, Security and deployment, FACT and Dimensional tables, Logical and Physical data modelling • Knowledge in Data Quality, Data Profiling, Data Governance, Data Security, Metadata Management, MDM, Data Archival and Data Migration strategies using appropriate tools • Understanding of advanced Data Ingestion and Extraction techniques (ETL/ELT) • Working knowledge of Hadoop, SQL, Oracle
Key Responsibility Area (KRAs)	<ul style="list-style-type: none"> • Design, implement, and continuously develop data pipelines by performing extraction, transformation, and loading activities • Examine and identify database structural necessities by evaluating business operations, applications, and programming • Analyze and organize raw data, and combine raw information from different sources • Ensure database implementation procedures comply with internal and external regulations • Explore ways to enhance data quality and reliability • Identify opportunities for data acquisition • Collaborate with data scientists and architects on several projects • Ensure that data storage and development methodologies are documented, and industry standards are followed • Monitor the system performance by performing regular tests, troubleshooting and integrating new features • Create methods for compliance of data architecture, such as data storage, metadata management, and change control • Any other work in the scope of functioning of the Parent Department.

5. Role: User Interface (UI) / User Experience (UX) designers

Educational Qualification	<ul style="list-style-type: none"> • A Bachelor or equivalent degree in design related discipline, fine arts, Consumer behavior, Marketing, mass media, technology or other relevant experience
Mandatory Experience	<ul style="list-style-type: none"> • 4+ years of experience in end-to-end Strategic Design including in areas such as service design, design research (qualitative and quantitative), industrial design consumer psychology or screens / wireframes design • Experience in product prototyping and testing, future visioning and strategy development
Desired Skills	<ul style="list-style-type: none"> • Strong knowledge of research methods and frameworks, user interface standards, tools and industry guidelines • The ability to reference best practices and design patterns and can solve complex problems and novel interface challenges

	<ul style="list-style-type: none"> • Strong knowledge and demonstrated experience with design tools or technologies: Figma, Sketch, InVision, Principle, Framer, Axure, Adobe XD etc. • A strong portfolio of work that demonstrates strong human centred design capabilities and core craft-skills
Key Responsibility Area (KRAs)	<ul style="list-style-type: none"> • Own the overall user experience design of key areas of the product experience, including usability, accessibility, interaction design, information architecture, user interface design, etc. • Create design deliverables including IA documentation, journey maps, rapid prototyping, site maps, concept diagrams, user scenarios, wireframes, flows, and annotated comps • Study people’s implicit attitudes, behaviors and motivations in order to create innovative and exciting end-to-end experiences • Identify insights from customer research and market analysis and bring research to life through personas, customer journeys, insight opportunity frameworks, ecosystem maps, stories and scenarios through conceptual design work • Communicate ideas using design techniques, including product concepts, service models, customer journeys, industrial designs, system maps, info graphics and iteratively design, to test and refine disruptive products and services • Balance customer expectations and needs with our client’s business goals, market viability and technical feasibility • Standardize UI/ UX and migrate all properties to defined standards / templates • Any other work in the scope of functioning of the Parent Department

Procedure for applying: -

1. Application complete in all respects as per the prescribed format along with copies of all the credentials as enumerated in Clause 2 below should be sent in a closed envelope super scribed “**Application for Engagement as Specialists in Digital Marketing, Analytics CoE and Digitization on Contractual Basis**” to the following address:

**General Manager (CDO), Indian Bank
Corporate Office, HRM Department, Recruitment Section
254-260, Avvai Shanmugham Salai, Royapettah, Chennai, Tamil Nadu – 600 014**

All eligible and interested candidates should apply in the prescribed application format to reach the address cited above on or before 05.12.2022. Any application received after the due date will be summarily rejected.

Application fees:

Rs. 1000 /- (inclusive of taxes).

Candidates shall pay the fees/charges in the below mentioned account through Internet Banking / NEFT/RTGS. The Reference number/UTR Number shall be specified in the Application form.

Account Name : Engagement as Specialists in Digital Marketing, Analytics CoE and Digitization on Contractual basis.
Account No : 7346887011
Bank & Branch : Indian Bank, Royapettah
Account Type : Current Account
IFSC Code : IDIB000R021

2. The following credentials (Self attested photocopies only) are to be enclosed along with the application form

- a. Proof of date of Birth
- b. Mark sheet and Passing certificate of all Educational, Technical / Professional qualifications
- c. Experience certificate(s) specifying designation / job profile, period of service (with specific dates), emoluments, activity profile of previous and present employers, etc.
- d. Photo Identity proof and Address proof

3. Candidates are required to have a valid personal email ID and Mobile number for contact. It should be kept active during the currency of this project. Bank may send call letters for interview through the registered email ID.

4. Candidates are advised to apply well in advance and Bank will not be responsible if candidates are not able to submit before the due date for any reason beyond the control of the Bank.

GENERAL INSTRUCTIONS

a. Before applying for the post, candidate should satisfy himself/herself that he/she fulfils the eligibility and other norms mentioned in this notice. Bank would be free to reject any application at any stage of the recruitment process, if the candidate is found ineligible. The decision of the Bank shall be final in deciding about qualification, experience and other eligibility norms.

b. The terms & conditions of engagement is whole and simple governed by the provisions of the contract and the engagement shall not be construed as an employment in the Bank and the provisions of PF / Gratuity / Pension, etc. shall not apply in this case.

c. His / Her engagement on contract is for a specific period as stated above, and as such should not be construed as an offer of employment or a regular employment in the Bank.

d. Unless the Bank extends the contract for further period, on completion of the contractual period of three years, his / her engagement shall automatically come to an end. There will not be a need for issuance of communication by the Bank for termination of the contract after the above said period.

e. The Bank takes no responsibility for any delay in receipt or loss in postal transit of any Application or Communication.

f. The Bank reserves the right to alter, modify or change the eligibility criteria and / or any of the other terms and conditions spelt out in this notice, including criteria for qualifying/method and procedure for selection.

g. Candidates can apply for multiple posts however Bank reserves the right to select candidates for any post at its own discretion.

h. Only those candidates who fulfil the eligibility criteria will be called for interview and intimated by email.

i. Candidates will have to produce original certificates for educational qualifications, experience, age, category etc. at the time of interview, in support of his/her eligibility, as per the details furnished in the application, failing which the candidate will not be allowed for interview and their candidature will be cancelled.

j. Decision of the Bank in all matters regarding eligibility of the candidate, the stages at which such scrutiny of eligibility is to be undertaken, the documents to be produced for the purpose of interview, selection and any other matter relating to recruitment will be final and binding on the candidates. No correspondence or personal enquiries shall be entertained by the Bank in this regard.

k. No Travelling Allowance is payable to candidates who are called for interview

l. Any dispute arising out of and/or pertaining to the process of recruitment under this Advertisement shall be subject to the sole jurisdiction of the Courts situated at Chennai.

m. Request for change of contact no./address/ email ID/interview centre will not be entertained.

n. In case any dispute arises on account of interpretation of version other than English, English version will prevail.

o. Engagement of selected candidates is subject to their being declared medically fit as per the requirements of the Bank. Such engagement will also be subject to the Rules & Policies of the Bank.

p. Canvassing in any form will be a disqualification.

Dated:21.11.2022

Chennai

General Manager (CDO)