State Bank of India
Central Recruitment & Promotion Department
Corporate Centre, Mumbai
Email: crpd@sbi.co.in

SBI RECOGNISED AS "WORLD'S BEST CONSUMER BANK-2026"

BY GLOBAL FINANCE, NEW YORK.

ENGAGEMENT OF SPECIALIST CADRE OFFICER ON CONTRACT BASIS
(ADVERTISEMENT NO: CRPD/SCO/2026-27/24)
ONLINE REGISTRATION OF APPLICATION & PAYMENT OF FEES: FROM 30.09.2026 TO 21.10.2026

State Bank of India invites online applications from eligible Indian citizens for recruitment to the Specialist Cadre Officers Post on Contract Basis for Digital Marketing Department. Candidates are requested to apply online through the link given on Bank's official website https://sbi.bank.in/web/careers/current-openings. The prospective candidates, who intend to apply for the post are advised to apply only after carefully reading and understanding the undernoted contents of this notification.

(A) BRIEF SUMMARY OF THE ENGAGEMENT

(I) POST: DEPUTY VICE PRESIDENT (ANALYTICAL MARKETING & CAMPAIGN)

a) Age: Minimum 33 years – Maximum 45 years (As on 31.08.2026)

b) Education Qualifications:

- **Mandatory Qualifications**: Bachelor's degree in Marketing / Business Administration / Statistics / Data Science / Computer Science, or a related field.
- **Preferred Qualification:** MBA/PGDM in Marketing/Business Analytics
- **Preferred Certifications:** Certification in Digital Marketing/Marketing Analytics from universities recognized by accrediting bodies of concerned countries. Certification in GA4 & Google Ads

c) Post Qualification Experience:

- **Mandatory Experience:** Minimum 10 Years' post qualification experience in the field of marketing in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer facing company.
- **Preferred Experience:** Out of 10 years at least 3-5 years' experience as a **Marketing analyst /business analyst** will be preferred.

(II) POST: DEPUTY VICE PRESIDENT (DIGITAL MARKETING):

a) Age: Minimum 33 years – Maximum 45 years (As on 31.08.2026)

b) Education Qualifications:

- **Mandatory Qualifications**: Bachelor's degree in Marketing /Business Administration / Mass Communication / Digital Marketing or related field.
- **Preferred Qualification:** MBA/PGDM**.**
- **Preferred Certifications:** Digital Marketing/ Social Media Marketing certification from universities recognized by accrediting bodies of concerned countries. Certification in Google Ads, Performance Marketing & GA4.

c) Post Qualification Experience:

- **Mandatory Experience:** Minimum 10 Years' post qualification experience in the field of marketing in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer-facing company.
- **Preferred Experience**: Out of 10 years at least 3-5 years of full-time experience as a Digital Acquisition executive or Marketing in Social Media Platform in related field will be preferred.

(III) POST: CONTENT SPECIALIST

A) Age: Minimum 25 years – Maximum 40 years (As on 31.08.2026)

B) Education Qualifications:

- **Mandatory Qualifications**: Bachelor's degree in Marketing / Communications /Journalism / Advertising or a related field.
- **Preferred Certifications:** Certification in Digital Marketing, SEO, Content Writing, Advertising, Creative Writing, Communications, or related disciplines will be preferred.

C) Post Qualification Experience:

- **Mandatory Experience :**5-7 years of hands-on experience in content production, digital operations, or creative coordination roles, ideally in financial services or other regulated industries.

  Preferred Experience:
- Practical experience working within a MarTech-driven environment (e.g., CMS, marketing automation, analytics tools).
- Experience managing operational aspects of content/creative campaigns across digital channels.

(B) GUIDELINES FOR APPLYING THE POST: The candidates, who intend to apply for the above Post(s) are advised to apply only after carefully reading and understanding the undernoted contents of this notification. Detailed Advertisement and Instructions to apply are mentioned below:

1. Before applying, candidates are requested to ensure that they fulfil the eligibility criteria for the post(s), as on the date of eligibility. Candidates are required to apply online through the website https://sbi.bank.in/web/careers/current-openings**.** The process of Registration is completed only when fee is deposited with the Bank through online mode on or before the last date for payment of fee.
2. **Candidates must have valid Email ID and Mobile phone number which should be kept active till the declaration of result and issuance of call letters on final selection, if any. It will help him/her in getting call letter/Interview advice etc. by email or over mobile by SMS.**
3. Candidates are required to apply online, for the post(s) through the link given on Bank's official website only and no other mode of application will be entertained. Hard copy of application & other documents need not be sent to this office. 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.
4. Before submission of the application, candidates must check that they have filled in correct details in each respective field of the application form. After expiry of window for online application, no change/correction/modification will be allowed under any circumstances. Requests received in this regard in any form like Post, Email, by hand etc. shall not be entertained and will be summarily rejected.
5. The Bank reserves the right to post / transfer the recruited officers to any of the offices of State Bank of India, in India or to depute to any of the associates / subsidiaries or any other organization depending upon the exigencies of the services. Request for posting / transfer to specific place / office may not be entertained.
6. Candidates are advised to check Bank's website https://sbi.bank.in/web/careers/current-openings regularly for details and updates. **No separate intimation will be issued in case of any change / update. All Changes/ Updates/ revisions / Corrigendum / results / schedules / list of shortlisted / selected candidates etc. will be hosted only on Bank's website only.** The Call letter/ advice, wherever required, will be sent by e-mail only **(NO HARD COPY WILL BE SENT**).
7. Candidates are required to upload all required documents (Biodata, Resume, ID proof, Age proof, Caste Certificate (if applicable), PwBD Certificate (if applicable), Educational qualification, other qualifications/ certifications, Proof of Experience, undertaking, etc.) failing which their application / candidature will not be considered for Shortlisting / Interview.
8. The Candidates applying for the post should ensure that their admission to all the stages of the recruitment (e.g. shortlisting, interview etc.) will be purely provisional subject to satisfying the prescribed eligibility conditions. 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 / joining (if called).
9. The provisionally selected candidates may be offered engagement in the bank subject to their completing other formalities such as verification of eligibility, credentials, certificates, satisfactory reports from the references, medical examination and verification of antecedents etc.
10. Candidate(s) seeking age relaxation, fee exemption must submit valid requisite certificate of the Competent Authority in the prescribed format, when such certificate is sought at the time of document verification. Otherwise, their claim will not be entertained, and their candidature will be liable for cancellation / rejection.
11. **Candidates against whom there is/ are adverse report regarding character & antecedents, moral turpitude are not eligible to apply for the post.** If any such adverse orders / reports against the shortlisted/ selected candidates are found/ received by the Bank post their selection, their candidature/ services will be rejected/terminated forthwith.
12. In case more than one application (multiple applications) are submitted by a candidate for the **same post**, only the last valid (completed) application will be retained, and the application fee, if any, paid for the other registrations will stand forfeited. Further, multiple attendance/ appearance by a candidate at the time of interview / joining will result in rejection/ cancellation of candidature, summarily.
13. The Bank reserves the right to change the notified vacancies including the reserved vacancies without assigning any reason(s), whatsoever.

14 The Bank reserves the right to cancel / modify the engagement process entirely or for any particular post at any stage, if so warranted, without assigning any reason thereof and the Bank shall not be liable to refund the fee or pay any compensation to the applicant.

15 Candidates furnishing false information / suppressing the facts will be disqualified and shall be liable for debarment and legal/criminal action. Candidates who attempt fraud/impersonation shall be liable to be debarred from future recruitment process conducted by the Bank.

16 **The Bank will decide on the Venue(s) / Centre(s) for interview, if shortlisted. Candidates will have to appear for the interview, if called, at a Centre / venue as decided by the Bank and no request in this regard will be entertained by the Bank.**

17 In case a candidate is called for interview and is found not satisfying the eligibility criteria (Age, Educational Qualification, Other qualification, Experience etc.) he/ she will neither be allowed to appear for the interview nor be entitled for reimbursement of any travelling expenses.

18 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.

19 The Bank takes no responsibility for any delay in receipt or loss of any communication whatsoever.

20 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 will not be considered** and travelling expenses, if any, otherwise admissible, will not be paid.

21 In case of selection, candidates will be required to produce proper Discharge certificate/Relieving Certificate from the current employer at the time of taking up the engagement.

22 **<u>Any candidate who has any disciplinary proceedings pending or contemplated against him/her as on date will not be eligible to apply. An undertaking (available on Bank's career page against Adv. No. CRPD/SCO/2026-27/24 from the applicant needs to be uploaded at the time of online application.</u>**

23 **ALL REVISIONS/ CORRIGENDUM (IF ANY) WILL BE HOSTED ON THE BANK'S WEBSITE ONLY**

24 **TEACHING & TRAINING EXPERIENCE WILL NOT BE COUNTED FOR ELIGIBILITY.**

25 **HARD COPY OF APPLICATION & OTHER DOCUMENTS NOT TO BE SENT TO THIS OFFICE.**

26 Posting / Placement / Utilization of the selected candidates will be done at the sole discretion of the Bank.

27 **<u>DISCLAIMER (DPDP Act 2023)</u>**
<u>By applying to this position, you voluntarily provide your free, informed and unconditional consent for the collection and processing of your personal data by the Bank and sharing of such personal data with Data Processors as are required for the recruitment process, in accordance with Digital Personal Data Protection Act, 2023 and the Rules made thereunder (collectively, the Act). The Bank has implemented all reasonable security safeguards to prevent breach of personal data in its possession or under its control, and your personal data will be handled with confidentiality and used solely for evaluating and verifying your eligibility, credentials, and candidacy for the advertised position and for certain legitimate uses as are permitted under the Act.</u>

(C) <u>DETAILS OF POSTS/VACANCIES/AGE/SUGGESTED PLACE OF POSTING/SELECTION PROCESS:</u>

Sl.	Post / Grade	Type of Post	Vacancies			Age as on 31/08/2026 (Years) #		Suggested place of posting **
			Vertical		Horizontal*	Min. Age	Max. Age	
			UR	Total	LD			
1.	Deputy Vice President (Analytical Marketing & Campaign)	Contractual	1	**1**	1	33	45	Mumbai & Navi Mumbai
2.	Deputy Vice President (Digital Marketing)		2	**2**	1	33	45	
3.	Content Specialist		1	**1**	1	25	40	

<u>Abbreviation:</u> UR – Unreserved, **PwBD** – Person with Benchmark Disabilities, **LD**-Locomotor Disability

Relaxation in upper age for reserved categories is as per GOI guidelines.

***** **PwBD**: A person who wants to avail benefit of reservation under section 34 of "The Rights of Persons with Disabilities Act 2016" [Persons with Benchmark Disability (PwBD)] will have to submit a latest disability certificate issued by a Competent Authority as per Government of India guidelines. Such certificate will be subject to verification/ re-verification as may be decided by the competent authority. **The certificate should be dated on or before last date of registration of application & should be valid**.

****** Place of Posting is indicative only and the selected candidates may be Posted anywhere in India at the sole discretion of the Bank.

Name of the Post	Selection Procedure
Deputy Vice President (Analytical Marketing & Campaign)	**Shortlisting-cum-interview and followed by CTC Negotiation**. As a part of interview process, shortlisted candidates, will be required to deliver presentation of 5–10 minute on the relevant job profile. (PPT Presentation)
Deputy Vice President (Digital Marketing)	
Content Specialist	**Shortlisting-cum-interview and followed by CTC Negotiation**.

(D) IMPORTANT POINTS:

1. Reservation for PwBD candidates is horizontal and is included in the overall vacancy of the respective parent category.
2. The number of vacancies, including reserved vacancies mentioned above are **provisional and may vary** according to the actual requirement of the Bank.
3. Maximum age indicated is for Unreserved category candidates. **Relaxation in upper age limit** will be available to reserved category candidates as per Govt. of India guidelines (**wherever applicable**).
   NOTE: Candidates seeking age relaxation are required to submit copies of necessary certificate(s) at the time of interview, if shortlisted.
4. **No change in the category of any candidate is permitted after final submission of online application and no correspondence/email/phone will be entertained in this regard.**
5. Candidates 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 Unreserved category provided they fulfil all the eligibility criteria applicable to Unreserved Category.
6. Benefit of reservation/ relaxation under reserved category including PwBD category can be availed of only upon production of valid Caste certificate issued by the Competent Authority on format **prescribed by the Government of India.**
7. Only persons with **benchmark disabilities** would be eligible for reservation under PwBD category. "**Benchmark disability**" means a person with not less than 40% of a specified disability where specified disability has not been defined in measurable terms and includes the persons with disability, where disability has been defined in a measurable term, as certified by the certifying authority. A person who wants to avail the benefit of reservation will have to submit latest Disability Certificate, on prescribed format, issued by Medical Authority or any other notified Competent Authority (Certifying Authority). **The certificate should be dated on or before last date of registration of application. In absence of valid certificate, the candidature will be liable for cancellation / rejection and no communication in this regard will be entertained by the Bank.** Horizontal reservation has been provided to Persons with Benchmark Disabilities as per section 34 of "The Rights of Persons with Disabilities Act (RPWD), 2016". Suitable categories of disabilities and Functional requirements for the post(s) will be in reference to the Gazette of India, Notification No. 38-16/2020-DD-III dated 4th January 2021, Ministry of Social Justice and Empowerment [Department of Empowerment of Persons with Disabilities (Divyangjan)].

(E) DETAILS OF THE REQUIREMENTS OF EDUCATIONAL QUALIFICATIONS / POST-QUALIFICATION EXPERIENCES / SPECIFIC SKILLS ETC

1. POST: DEPUTY VICE PRESIDENT (ANALYTICAL MARKETING AND CAMPAIGN)	
Educational Qualification (As on 31.08.2026)	**Mandatory Qualifications**: Bachelor's degree in Marketing / Business Administration / Statistics / Data Science / Computer Science or a related field. **Preferred Qualification:** MBA/PGDM in Marketing/Business Analytics **Preferred Certifications:** Certification in Digital Marketing / Marketing Analytics from universities recognized by accrediting bodies of concerned countries. Certification in GA4 & Google Ads
Mandatory Post Qualification Experience $$ (As on 31.08.2026)	• Minimum 10 Years' post qualification experience in the field of marketing in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer facing company. • Out of 10 years, at least 3-5 years' experience as a **Marketing analyst /business analyst** will be preferred.
Specific Skills	**Skills preferred**: • Strong analytical, problem-solving and data interpretation skills. • Knowledge of customer segmentation, campaign management, marketing automation and performance measurement.

	• Experience in planning, executing, monitoring and optimizing omnichannel marketing campaigns. • Proficiency in analytics and reporting tools (e.g SQL, Excel, Power BI/Tableau, Google Analytics, MarTech platforms). • Strong project management, stakeholder coordination and communication skills.
Job Profile **(Detail description of Role, Responsibilities and Functions)**	• Identified customer (databases, triggers, events, re-marketing) will all be worked upon by this unit by converting them to direct marketing campaigns-by working alongside the agency. • Understanding customers and their buying habits. • Prepare strategies for success in marketing campaigns. • Measuring performance of online and offline campaigns • Reporting on marketing KPIs like leads, conversion rates, website traffic and social media engagement. **(*Roles Responsibilities, Activities, key Interactions mentioned above are illustrative. Roles Responsibilities, Activities, key Interactions in addition to the above-mentioned may be assigned by the Bank from time to time*)**
KRAs Of the Post	• Plan, execute, monitor and optimize data-driven marketing across digital channels. • Analyze customer, campaign and channel performance data to generate actionable insights and improve campaign effectiveness. • Develop customer segmentation, target audiences, and campaign strategies to maximize customer engagement and business outcomes. • Monitor campaign KPIs, prepare MIS and dashboards and recommend optimization measures to improve ROI. • Coordinate with Business units, technology teams and external partners for end-to-end campaign execution. • Ensure campaign governance, data quality, and compliance with the Bank's policies, regulatory requirements and information security guidelines. • Support the implementation of marketing automation, personalization and analytics initiatives to enhance customer experience. • Identify emerging trends, recommend process improvements and drive continuous enhancement of campaign and analytical capabilities. • **Any other work assigned by the reporting authority.**

2. DEPUTY VICE PRESIDENT (DIGITAL MARKETING)	
Educational Qualification (As on 31.08.2026)	**Mandatory Qualifications**: Bachelor's degree in Marketing / Business Administration / Mass Communication /Digital Marketing, or a related field. **Preferred Qualification:** MBA/PGDM **Preferred Certifications:** Digital Marketing/ Social Media Marketing certification from universities recognized by accrediting bodies of concerned countries. Certification in Google Ads, Performance Marketing & GA4.
Mandatory Post-Qualification Experience $$ **(As on 31.08.2026)**	• Minimum 10 Years' post qualification experience in the field of marketing in e-Commerce/ Banking Industry/ Fintech Company/ Information Technology or a consumer facing company. • Out of 10 years at least 3-5 years of full-time experience as a Digital Acquisition executive or Marketing in Social Media Platform in related field will be preferred.
Specific Skills	**Skills Preferred**: • Strong knowledge of digital marketing, social media, performance marketing and customer acquisition strategies. • Experience in planning and executing digital marketing campaigns across multiple digital channels. • Proficiency in digital marketing tools, analytics and campaign performance measurement. • Strong stakeholder management, communication and project management skills.

Job Profile **(Detail description of Role, Responsibilities and Functions)**	• Working with channels such as INB and YONO to continuously improve conversions through improved journeys, funnel management, campaign feedback from channels, and planning with counterpart BUs would be a key role. • Own the digital customer acquisition strategy. • Work closely with e-Commerce team to ensure digital marketing channels are reflective of trading needs. • Manage the Search and Display agencies to ensure campaigns are on track. • Develop digital partnerships to drive brand awareness and conversions. • Awareness of digital multichannel marketing trends and what the competition is doing in the space.
KRAs Of the Post	• Develop and implement digital marketing strategies to drive customer acquisition, engagement and business growth. • Plan, execute and monitor digital marketing campaigns across approved digital channels. • Manage digital partnerships, affiliate/influencer initiatives and digital marketing activities, as applicable. • Monitor campaign performance analyses outcomes and optimize ROI through data-driven insights. • Coordinate with Business Units, agencies and internal stakeholders for effective campaign execution. • Ensure compliance with the Bank's branding, regulatory and information security guidelines and submit periodic MIS/performance reports. • **Any other work assigned by the reporting authority.**

3. CONTENT SPECIALIST	
Educational Qualification (As on 31.08.2026)	**Mandatory Qualifications**: Bachelor's degree in Marketing / Communication / Journalism / Advertising, or a related field. **Preferred Certifications:** Certification in Digital Marketing, SEO, Content Writing, Advertising, Creative Writing, Communications, or related disciplines will be preferred.
Mandatory Post Qualification Experience $$ **(As on 31.08.2026)**	• 5-7 years of hands-on experience in content production, digital operations, or creative coordination roles, ideally in financial services or other regulated industries. • Practical experience working within a MarTech-driven environment (e.g., CMS, marketing automation, analytics tools). • Experience managing operational aspects of content/creative campaigns across digital channels.
Specific Skills	**Skills Preferred**: • Strong written and verbal communication skills in English. Proficiency in Indian languages is a plus. • Proficiency in CMS Platforms and marketing automation tools (e.g., Salesforce Marketing Cloud, Marketo, HubSpot). • Good understanding of digital marketing practices (SEO, social, email). • Strong organizational and project management skills, with the ability to juggle multiple priorities. • Process-oriented, detail-focused, and quality-driven. • Awareness of the regulatory framework for financial services is an advantage.
Job Profile **(Detail description of Role, Responsibilities and Functions)**	• Responsible for creating and managing brand-aligned content across digital, social, web, email, video, in-app and offline channels. The role involves translating business briefs into clear customer communication, supporting campaign ideation, coordinating with internal teams and agencies, and ensuring timely delivery of content and creative assets. • The role also includes reviewing and refining content for accuracy, consistency, compliance and impact, while supporting content calendars, MarTech deployment, performance tracking and asset governance.
KRAs Of the Post	**I. Content Production & Coordination** • Execute and coordinate the end-to-end production of high-quality, engaging content across formats such as website copy, blog posts, social media updates, email campaigns, video scripts, infographics, landing pages, and in-app p. messaging.

	• Manage content production workflows from brief to delivery, ensuring adherence to timelines and Quality standards. • Ensure content is optimized for SEO and aligned with digital marketing best practices. • Maintain and update the content calendar in coordination with internal stakeholders, ensuring alignment with overall marketing and campaign plans. • Review, regularize, and manage assets as per content governance guidelines to ensure consistency and quality across channels. **II. Creative Asset Execution & Optimization** • Coordinate the creation and deployment of digital marketing assets, working closely with internal teams, designers, external agencies, and videographers to ensure brand alignment and creative excellence. • Support the review and approval process of creative assets, ensuring compliance with brand standards and campaign objectives. • Execute A/B testing of content and creative variations and provide performance insights for optimization. • Manage digital asset libraries to ensure assets are well-organized, accessible, and properly tagged. **III. MarTech Platform Operations** • Operate content deployment and delivery of content within MarTech platforms. • Track and monitor content and creative performance using analytics tools and prepare reports with actionable insights to support optimization strategies**.** **IV. Workflow, Compliance & Vendor Coordination** • Coordinate cross-functional content and creative execution with product, sales, and marketing teams to ensure alignment and accuracy. • Work with compliance teams to ensure marketing materials meet all regulatory and policy. • Manage day-to-day interactions with vendors and partners to ensure timely, high-quality deliverables in line with project requirements. **Any other work assigned by the reporting authority.**

Remarks: 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.

$$ How to ascertain experience (Both mandatory & preferred) / Verification of Work Experience:

The period of work experience will be reckoned based on the details furnished in the Biodata/Resume at the time of shortlisting and interview. Verification of the documents evidencing experience shall be carried out at the time of Interview / joining through one or more ways of the following means:

i) Experience certificate issued by the employer; and/ or

ii) Annual performance appraisal letters; and / or

iii) Combination of appointment and relieving letters; and/ or

iv) Combination of offer letter and IT returns; or

v) Any other authentic documentary evidence substantiating the period of experience, subject to satisfactory background and reference checks.

IMPORTANT INFORMATION:

i. The educational qualification prescribed for various post(s) are the minimum. Candidate **must possess the post basic qualification** and **relevant experience** as on specified dates.

ii. **The relevant experience certificate from the employer must contain specifically that the candidate has experience in that related field as required. Without the production of proper experience certificate, Bank has right to cancel the candidature at any point of time.**

iii. Mere fulfilment of the eligibility criteria (i.e. minimum required qualifications and experiences) shall not entitle a candidate to be 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 and called 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.**

iv. The process of Short-listing will be provisional and without verification of original documents. Candidature will be subject to verification of all details/ documents with the original when a candidate reports for interview (if called).

v. At the time of interview, the candidate will be required to provide details regarding criminal case(s) 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 engagement depending upon such disclosures and/ or independent verification.

vi. In cases where the certificate of degree/diploma does not specify the field of specialization, the candidate will have to produce a certificate from the concerned university/college specifically mentioning the specialization.

F. POST, REMUNERATOIN, PERIOD OF ENGAGEMENT AND SLECTION:

<table>
<tr><th>Name of the Post</th><th>Annual CTC Range</th><th>Contract Period $</th><th>Selection Procedure</th></tr>
<tr><td>Deputy Vice President (Analytical Marketing & Campaign)</td><td>Upto Rs 63 lacs</td><td rowspan="3">5 Years
(Contract Period is initially for 3 years and further renewable for 2 more years at the discretion of the bank)</td><td rowspan="2">Shortlisting-cum-interview and followed by CTC Negotiation
As a part of interview process, shortlisted candidates, will be required to deliver presentation of 5–10 minute on the relevant job profile. (PPT Presentation)</td></tr>
<tr><td>Deputy Vice President (Digital Marketing)</td><td>Upto Rs 63 lacs</td></tr>
<tr><td>Content Specialist</td><td>Upto Rs 19 lacs</td><td>Shortlisting-cum-interview and followed by CTC Negotiation.</td></tr>
</table>

Abbreviation: CTC-Cost to Company

$ The contract period is 3 years, extendable (further renewal) for 2 more years at the 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.

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 is subject to satisfactory annual performance. **Any other Perks -NO**

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 at half yearly intervals as on 31st March and 30th September subject to deduction of Income tax as per the extant Income tax rules. In case the contract ends before the completion of 6 months (from 2nd year onwards), the variable pay will be released on pro-rata basis. 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 based on achievement of scores
99 to 100%	100%
97 to 98.99 %	90%
94 to 96.99%	80%
90 to 93.99%	70%
Below 90%	NIL

Annual Increment: The Annual increment proposed from second year onwards can be upto 5% of annual CTC finalized at the time of Negotiation, subject to the achievement of performance appraisal score of at least 90% (Minimum score to be eligible for annual increment) with distribution of Annual increment aligned to the Fixed and variable components. (**Fixed: variable: 80:20)**

G. SELECTION PROCESS: The selection will be on the basis of shortlisting and Interview.

- **SHORTLISTING: Mere fulfilling the minimum qualification and experience will not vest any right to 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.
- **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**
- **INTERVIEW:**

Name of the Post	**Interview**
Deputy Vice President (Analytical Marketing & Campaign)	**Interview will carry 100 Marks** As a part of interview process, shortlisted candidates, will be required to deliver presentation of 5–10 minutes on the relevant job profile. (PPT Presentation)
Deputy Vice President (Digital Marketing)	
Content Specialist	**Interview will carry 100 Marks**

The qualifying marks in interview will be decided by the Bank. No correspondence will be entertained in this regard.

- **CTC NEGOTIATION**: The Bank may negotiate the Cost to Company (CTC) with the shortlisted/ provisionally qualified candidates, as may be applicable, through either of the following modes:
  a) **At the time of the Interview:** CTC negotiation may be conducted individually with the candidate during the Interview; (Either one-by-one at the time of Interview OR after completion of interview process on the same date)
  b) **CTC negotiation subsequent to the interview**: CTC negotiation may be conducted separately, either on the same day after completion of the Interview process or on a subsequent date, as may be decided by the Bank.

  Where CTC negotiation is conducted separately, candidates shall be called for negotiation in the order of merit. In the event that a provisionally selected candidate does not agree to the CTC offered by the Bank, such candidate shall be treated as having voluntarily Exit from the recruitment process, and the next candidate in the order of merit may be considered for CTC negotiation, subject to fulfilment of the prescribed eligibility and other applicable conditions. The Bank reserves the right to decide the mode, date and procedure for CTC negotiation.
- **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 score 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.
- **FINAL SELECTION:** Top-most candidates in the Merit List, with whom CTC is negotiated successfully, will be finally selected.

H. LEAVE: The proposed officers engaged on contract (OECs) shall be entitled to leave of 30 days during the financial year which will be granted by Bank for genuine and appropriate reasons.

I. HOW TO APPLY: Candidates should have valid email ID/Mobile phone number which should be kept active till the declaration of result. It will help him/her in getting call letter/Interview advice etc. by email or over mobile by SMS.

GUIDELINES FOR FILLING ONLINE APPLICATION:

i. Candidates will be required to register themselves online through the link available on SBI website https://sbi.bank.in/web/careers/current-openings and pay the application fee using Internet Banking/ Debit Card/ Credit Card 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 on the online registration page (under 'How to Upload Document").

GUIDELINES FOR PAYMENT OF FEES:

i. Application fees and Intimation Charges (Non-refundable) is Rs 750/- (Rupees Seven Hundred Fifty only) for General/EWS/OBC candidates and no fees/intimation charges for SC/ ST/ PwBD candidates.

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/ editing in the application will be allowed thereafter.

iii. Fee payment will have to be made online through payment gateway available thereat. The payment can be made by using Debit

iii. Candidates should fill in the application carefully. Once application is filled in completely, candidate should submit the same. In the event of candidate not being able to fill in the application in one go, he can save the information already entered. When the information/application is saved, a provisional registration number and password are generated by the system and displayed on the screen. Candidate should note down the registration number and password. They can re-open the saved application using registration number and password and edit the particulars, if needed. This facility for editing the saved information will be available three times only. Once the application is filled in completely, candidate should submit the same and proceed for online payment of fee. iv. After registering online, the candidates are advised to take a printout of the system generated online application forms.	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. 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. v. If the online payment of fee is not successfully completed in first instance, please make fresh attempts to make online payment. vi. A provision is there to reprint the e-Receipt and Application form containing fee details, at later stage. vii. Application Fee once paid will NOT be refunded on any account NOR can it be adjusted for any other examination or selection in future.

J. <u>HOW TO UPLOAD DOCUMENTS:</u>

a. Details of Document to be uploaded: I. Recent Photograph & Signature (jpeg) II. Detailed Resume (PDF) III. ID Proof (PDF) IV. Proof of Date of Birth (PDF) V. Caste certificate & PwBD certificates (if applicable) (PDF) VI. Mandatory Educational Certificates: Bachelor's Degree Certificate (PDF) VII. Preferred Qualification Certificate (if any) (PDF) VIII. Preferred Certification Certificate (if any). (PDF) IX. **Experience certificates mandatory (PDF**) X. Biodata Form (Duly filled, Signed & Scanned in PDF- Available at the bank's career website under the advertisement). (PDF) XI. Latest 3 Months Salary Slips (PDF) XII. Form-16/Offer Letter from current employer (PDF) XIII. **No Objection Certificate (NOC) from present employer (mandatory if working in Government Organization / Public Sector Unit/Public Sector Bank). (**Please upload the document if available at the time of registration, however it is mandatory to produce the same at the time of interview**). (PDF)** **XIV. Mandatory Undertaking (in pdf) (format available in Bank's career page under Advertisement no. CRPD/SCO/2026-27/24). (PDF)** **b. Photograph file type/ size:** I. Photograph must be a recent passport style color picture. II. Size of file should be between 20 kb - 50 kb and Dimensions 200 x 230 pixels (preferred) III. Make sure that the picture is in color, taken against a light-colored, preferably white, background. IV. Look straight at the camera with a relaxed face	iii. Size of the file should not be exceeding 500 kb. 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. **d. Document file type/ size:** i. All Documents must be in PDF ii. Page size of the document to be A4 Document file type/ size (contd.) **e. Guidelines for scanning photograph/ signature/ documents:** i. Set the scanner resolution to a minimum of 200 dpi (dots per inch) ii. Set Color to True Color 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). iv. The photo/ signature file should be JPG or JPEG format (i.e. file name should appear as: image01.jpg or image01.jpeg). v. Image dimensions can be checked by listing the folder/ files or moving the mouse over the file image icon. vi. Candidates using MS Windows/ MSOffice can easily obtain photo and signature in .jpeg format not exceeding 50 kb & 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) & 20 kb (signature) by using crop and then resize option (Please see point (i) & (ii) above for the pixel size) in the 'Image' menu. Similar options are available in another photo editor also. vii. While filling in the Online Application Form the candidate will be provided with a link to upload his/her photograph and signature.

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 VI. If you have to use flash, ensure there's no "red eye" VII. If you wear glasses make sure that there are no reflections, and your eyes can be clearly seen. VIII. Caps, hats and dark glasses are not acceptable. Religious headwear is allowed but it must not cover your face. 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 color etc., during the process of scanning. **c. Signature file type/ size:** i. The applicant has to sign on white paper with Black Ink pen. ii. The signature must be signed only by the applicant and not by any other person. iii. The signature will be used to put on the Call Letter and wherever necessary. iv. Size of file should be between 10 kb - 20 kb and Dimensions 140 x 60 pixels (preferred). v. Ensure that the size of the scanned image is not more than 20 kb. vi. Signature in CAPITAL LETTERS shall NOT be accepted.	**f. Procedure for Uploading Document:** I. There will be separate links for uploading each document. II. Click on the respective link "Upload" III. Browse & select the location where the JPG or JEPG, PDF, DOC or DOCX file has been saved. IV. Select the file by clicking on it and Click the 'Upload' button. 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. VI. Once uploaded/ submitted, the Documents uploaded cannot be edited/ changed. VII. After uploading the photograph/ signature in the online application form candidates should check that the images are clear and have been uploaded correctly. 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. **If the face in the photograph or signature is unclear the candidate's application may be rejected.**

K. **GENERAL INFORMATION:**

I. Before applying for a post, the applicant should ensure that he/ she fulfils 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. **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. **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. **IV**. The applicant should ensure that the application is strictly in accordance with the prescribed format and is properly and completely filled.	**XI**. DECISIONS 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. **XII**. The applicant shall be liable for civil/ criminal consequences in case the information submitted in his/her application is found to be false at a later stage. **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. **XIV**. In case of multiple applications, only the last valid (completed) application will be retained and the application fee/ intimation charge paid for other registration will stand forfeited. Multiple appearance by a candidate for a single post in interview will be summarily rejected/ candidature cancelled. **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/

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.

VI. Candidates are advised to keep their e-mail ID/mobile no. active for receiving communication viz. call letters/ Interview date advice etc.

VII. The Bank takes no responsibility for any delay in receipt or loss of any communication.

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.

IX. In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the appointment.

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.

Forums at Mumbai only shall have sole and exclusive jurisdiction to try any cause/ dispute.

XVI. Outstation candidates, who may be called for interview after short-listing will be reimbursed the cost of airfare (economy class) for the shortest route in India on the basis of actual journey from the place of present posting/residence whichever is nearer to the interview venue as given below on submission of original/copies of flight tickets/invoice and boarding pass.

Post	Reimbursement Limit
1. Deputy Vice President (Analytical Marketing & Analysis) 2. Deputy Vice President (Analytical Marketing & Analysis)	Reimbursement of Air Fare upto Rs. 15,000/- (Total for both sides) or actual fare whichever is lower.
3. Content Specialist	Reimbursement of Air Fare upto Rs. 10,000/- (Total for both sides) or actual fare whichever is lower.

Local transportation (like taxi/cab, personal car etc.) will not be reimbursed. A candidate, if found ineligible for the post will not be permitted to appear for the interview and will not be reimbursed by any fare.

XVII. BANK RESERVES RIGHT TO CANCEL THE RECRUITMENT PROCESS ENTIRELY OR FOR ANY PARTICULAR POST AT ANY STAGE WITHOUT ASSIGNING ANY REASONS THEREOF, WHATSOEVER.

XVIII. At the time of interview, the candidate will be required to provide details regarding criminal case(s) 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 appointment depending upon such disclosure and/or independent verification.

FOR ANY QUERY, PLEASE WRITE TO US THROUGH LINK "CONTACT US" WHICH IS AVAILABLE ON BANK'S WEBSITE (URL – https://sbi.bank.in/web/careers/post-your-query)

The Bank is not responsible for printing errors, if any

MUMBAI
30.09.2026

GENERAL MANAGER (RP & PM)

HOW TO APPLY

Login to https://sbi.bank.in/web/careers/current-openings

Scroll down and click on advertisement no.

CRPD/SCO/2026-27/24

Download advertisement

(Carefully read the detailed advertisement)

Apply Online

(Before final submission, please go through your application.

Corrections will not be allowed after final submission)