



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

**RECRUITMENT OF OFFICERS/EXECUTIVES 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](http://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 and to the registered email id given while applying online.**

**a) IMPORTANT DATES**

Online Application - Start Date	18.02.2022
Online Application - End Date	28.02.2022

**b) ROLES, SCALE OF APPOINTMENT & POSTING**

<b>ROLE</b>	<b>SCALE OF APPOINTMENT*</b>	<b>POSTING<sup>#</sup></b>
Head – Brand & Corporate Communications	Scale IV/V (IBA/Contract Package)	Mumbai
Digital Marketing	Scale II/III (IBA Package)	Ernakulam
Corporate Communications & Market Research	Scale II/III (IBA Package)	Mumbai
Corporate Communications	Scale I/II (IBA Package)	Mumbai
Business Marketing - MSME & NRI	Scale I/II (IBA Package)	Mumbai/Ernakulam/Thrissur
Search Engine Marketing (SEM) & Paid Digital Campaigns	Scale I/II (IBA Package)	Ernakulam
Manager Brand	Scale I/II (IBA Package)	Thrissur

Search Engine Optimisation (SEO), Website & UI/UX	Scale I/II (IBA Package)	Ernakulam
Social Media & CRM	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 31.01.2022)**

<b>ROLE</b>	<b>WORK EXPERIENCE</b>	<b>AGE Not Above</b>	<b>EDUCATIONAL QUALIFICATION</b>
Head - Brand & Corporate Communications	10 years in the domain	45 years	MBA Marketing from a recognized University with a minimum score of 60%
Digital Marketing	6 years in the domain	40 years	MBA Marketing from a recognized University with a minimum score of 60% and Certification in Digital Marketing
Corporate Communications & Market Research	6 years in the domain	40 years	MBA/ Post-graduation in journalism /Post-graduation in Mass communication from a recognized University with a minimum score of 60%.
Corporate Communications	4 years with Corporates/ Banking in Corporate Communications Role	35 years	MBA Marketing/ Post Graduation in PR/Media/Mass communication from a recognized University with a minimum score of 60%
Business Marketing - MSME & NRI	4 years in Marketing/Sales in Banking industry, preferably with MSME Products & NRI Business	35 years	MBA Marketing/PGDM from a recognized University with a minimum score of 60%
Search Engine Marketing (SEM) and Paid Digital Campaigns	4 years in Search Engine Marketing (SEM) and Search Engine Optimization (SEO)	35 years	MBA Marketing from a recognized University with a minimum score of 60%

Manager Brand	4 years in the relevant field	35 years	MBA Marketing from a recognized University with a minimum score of 60%
Search Engine Optimisation (SEO), Website & UI/UX	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)
Social Media & CRM	4 years in the domain.	40 years	MBA Marketing from a recognized University with a minimum score of 60%

- 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 (in case of IBA Package)
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**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.

**f) JOB DESCRIPTION/ CORE COMPETENCIES**

ROLE	JOB DESCRIPTION/ CORE COMPETENCIES
Head - Brand & Corporate Communications	<ul style="list-style-type: none"> <li>• Should be proficient in Brand Management, PR and Market Research</li> <li>• Responsible for planning and driving the Brand &amp; PR strategy for the bank. Also, to design and execute various market studies pan India.</li> <li>• Responsible for end to end brand management initiatives of the bank in line with the brand guidelines.</li> <li>• Accountable for the overall management of brand budget (ATL) to drive effectiveness and efficiency of spends</li> <li>• Responsible for the development of brand communication/content based on the finalised creative idea</li> <li>• Responsible for Brand health scores</li> <li>• Ability to create a strong brand with effective communication positioning and media initiatives</li> <li>• Media Planning skills</li> <li>• Responsible for cobranded programs and IPs with media houses.</li> <li>• Responsible for developing &amp; implementing PR road map for the bank</li> <li>• Ability to network across platforms, from traditional media to digital portals</li> <li>• To improve visibility and ensure SOV for Bank across media formats.</li> <li>• Prepare daily /weekly and monthly reports on SOV and present them to the management.</li> <li>• Create and maintain PR calendar monthly, quarterly and annual basis.</li> <li>• Design and conduct Market research studies according to the brand/business needs</li> <li>• Strong attention to detail with a curiosity to understand the data</li> <li>• Excellent team handling skills.</li> <li>• Strong verbal and written communication skills in English</li> <li>• A person with great imagination and creative orientation</li> </ul>
Digital Marketing	<ul style="list-style-type: none"> <li>• Proficient in the latest marketing automation tools and social media trends.</li> <li>• Responsible to set up and manage the company's overall digital marketing strategies, the person will play a vital role in accomplishing the bank's business objectives and goals</li> <li>• Design and execute the digital road map for the bank –(SEO, SEM, Social and Customer lifecycle Management )</li> <li>• Plan campaigns, define the requirement, deliverables and budget.</li> <li>• Measure the overall ROI and KPIs of all digital marketing campaigns</li> <li>• Develop digital marketing growth strategies</li> <li>• Develop social media strategy and implement it.</li> <li>• Working knowledge of CRM and other marketing automation tools.</li> <li>• Experience in UI, UX and marketing automation tools.</li> <li>• Responsible to achieve business targets through digital campaigns ( Performance and Social )</li> <li>• Work closely with the business team, understand the marketing pain points and create digital campaign strategies.</li> <li>• Ensure superior user experience/ journeys in all our digital platforms, analyse the competition and implement best practices.</li> <li>• Proven working experience in digital marketing.</li> <li>• Up to date with the latest trends and best practices in performance marketing, Social media management, content marketing, marketing automation and user experience</li> <li>• Excellent team handling skills.</li> <li>• Analytical mindset and critical thinking</li> <li>• Strong verbal and written communication skills in English</li> </ul>

<p>Corporate Communications &amp; Market Research</p>	<ul style="list-style-type: none"> <li>• Should be proficient in PR and Market Research</li> <li>• Responsible for planning and driving the PR strategy for the bank. Also to design and execute various market studies pan India.</li> <li>• Responsible for developing &amp; implementing PR road map for the bank</li> <li>• Ability to network with media houses, from traditional media to digital portals</li> <li>• Stronghold on content, from the press release writing to presentation skills.</li> <li>• To improve visibility and ensure SOV for Bank across media formats.</li> <li>• Prepare daily /weekly and monthly reports on SOV and present them to the management.</li> <li>• Create and maintain PR calendar monthly, quarterly and annual basis.</li> <li>• Design and conduct Market research studies according to the brand/business needs</li> <li>• Strong attention to detail with a curiosity to understand the data</li> <li>• Excellent team handling skills.</li> <li>• Strong verbal and written communication skills in English</li> </ul>
<p>Corporate Communications</p>	<ul style="list-style-type: none"> <li>• Develop and implement communication strategies for the Bank.</li> <li>• Write press releases for print and electronic media</li> <li>• Ensure communication consistency among different stakeholders</li> <li>• Prepare detailed monthly and quarterly activity reports and submit these to management.</li> <li>• Manage relations and build a good relationship with the Media Industry</li> <li>• Proactively build a relationship with internal and external stakeholders of the Bank which will build the reputation of the Bank</li> <li>• Responsible for SOV in print and digital.</li> <li>• Promote the Bank's Product and services through Public Relation Initiatives</li> <li>• Develop escalation protocols for managing communication crises as and when it arises</li> <li>• Good communication skills both written and oral</li> </ul>
<p>Business Marketing - MSME &amp; NRI</p>	<ul style="list-style-type: none"> <li>• Responsible to work closely with business for the marketing of MSME &amp; NRI business of the bank</li> <li>• Conceptualize and design Marketing collaterals for MSME (especially focused on Micro &amp; Small enterprise) in coordination with the Sales/operation team for geographies across India</li> <li>• Conduct Market Research to identify customer segment, Market Trends, Competition analysis</li> <li>• Plan and conduct Marketing activities, initiatives &amp; Events to promote MSME among existing clients and new customers</li> <li>• Preparing Marketing pitch to support the sales team</li> <li>• Drive Campaigns both Online and Offline to promote MSME</li> <li>• Provide out of the Box Marketing idea to support the Sales team which can help in boosting business</li> <li>• Tying up with trade associations for various industry events</li> <li>• Planning industry events as a medium for lead generation with end to end management of event content with industry speakers, audience generation, event management etc</li> <li>• Doing lifestyle events with existing customers and senior management</li> <li>• Creating a online community for MSMEs</li> <li>• NRI marketing and participation in international events and expos</li> </ul>

<p>Search Engine Marketing (SEM) and Paid Digital Campaigns</p>	<ul style="list-style-type: none"> <li>• Responsible for creating and executing external marketing communications to generate greater demand for our services to drive revenue growth. This role will focus on reaching and engaging potential customers at every stage of the journey, working closely with other departments to create ads and content to drive traffic to the website and generate leads for the sales team.</li> <li>• Should have excellent understanding of digital marketing concepts and best practices</li> <li>• Develop and implement digital marketing campaigns ( PPC, Email marketing, PPP, SEM etc)</li> <li>• Execute tests, collect and analyse data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns.</li> <li>• Formulation of the overall search marketing strategy, inclusive of product marketing, creativity, and engineering</li> <li>• Planning and managing website online advertising campaigns.</li> <li>• Track, report, and analyse website analytics and PPC initiatives and campaigns.</li> <li>• Manage campaign expenses, stay on budget, estimate monthly costs, and reconcile discrepancies.</li> <li>• Optimize copy and landing pages for search engine marketing.</li> <li>• Perform ongoing keyword discovery, expansion and optimization.</li> <li>• Excellent understanding of digital marketing concepts and best practices</li> <li>• Thorough knowledge and experience working with Google Platforms and web analytics tools (Particularly Google Ads, Google Analytics, Google Tag Manager)</li> <li>• Strong verbal and written communication skills in English</li> <li>• Skills and experience in creative content writing is added advantage</li> <li>• Analytical mind set and critical thinking</li> </ul>
<p>Manager Brand</p>	<ul style="list-style-type: none"> <li>• Should be proficient in Brand Management, and Vendor Management</li> <li>• Responsible for planning and driving various brand marketing initiatives, pan India</li> <li>• Responsible for end to end brand management initiatives of the bank in line with the brand guidelines.</li> <li>• Responsible for the development of brand communication/content based on the finalised creative idea</li> <li>• Responsible for Brand health scores</li> <li>• Media Planning skills</li> <li>• Responsible for managing media agencies and working closely with them to ensure on-time campaign rollout &amp; campaign efficiency.</li> <li>• Ability to create a strong brand with effective communication positioning and media initiatives</li> <li>• Responsible for cobranded programs and IPs with media houses.</li> <li>• Strong attention to detail.</li> <li>• Should be a team player</li> <li>• Strong verbal and written communication skills in English</li> <li>• A person with great imagination and creative orientation</li> </ul>

<p>Search Engine Optimisation (SEO), Website &amp; UI/UX</p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• This role will be the custodian of our website &amp; campaign pages (UI&amp; UX) and also responsible for revamping the website.</li> <li>• Ensure superior user experience/ journeys in all our digital platforms, analyse the competition and implement best practices.</li> <li>• Report on website analytics and assesses against goals ( ROI &amp; KPI)</li> <li>• Auditing the website regularly for content.</li> <li>• Research and implement search engine optimisation recommendations.</li> <li>• Work with the marketing team to drive SEO in content creation and content programming</li> <li>• Recommend changes to website&amp; Campaign pages architecture, content, linking and other factors to improve SEO positions for target keywords</li> <li>• Understand the target audience and their key demographics, interests and online behaviour with keyword search</li> <li>• Plan a calendar with types of content (e.g. Blogs, posts etc. ) based on the keyword trends</li> <li>• Optimise the content considering SEO and Google analytics.</li> <li>• Coordinate with the external/internal development team to keep website/ campaign pages to ensure a superior user experience and traffic.</li> <li>• Manage all aspects of website analytics and file monthly reports on traffic behaviours and areas of improvement.</li> <li>• Basic knowledge in web development</li> <li>• Analytical mind set and critical thinking</li> </ul>
<p>Social Media &amp; CRM</p>	<ul style="list-style-type: none"> <li>• Should be proficient in the latest marketing automation tools and social media trends.</li> <li>• 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.</li> <li>• Develop social media strategies for all social platforms</li> <li>• Collaborate with the business team to understand their requirements and come out with innovative campaign propositions for all social platforms.</li> <li>• Plan hygiene, hub and hero content calendar for all SM channels in coordination with the agency</li> <li>• Increase the brand followers in all SM channels</li> <li>• Design and implement social media strategies to align with business goals</li> <li>• Working knowledge of CRM and other marketing automation tools</li> <li>• Excellent communication skills</li> <li>• Analytical and multitasking skills.</li> </ul>

## g) MODE OF SELECTION

### Initial Shortlisting and Interview

- ✓ 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)
<ul style="list-style-type: none"><li>• Applicants meeting the stipulated norms only need to apply for the post.</li><li>• Application fee once remitted will not be refunded in any case.</li></ul>

## **i) HOW TO APPLY**

Applicants can apply online through Bank's website [www.southindianbank.com](http://www.southindianbank.com) only from **18.02.2022 to 28.02.2022** 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:**

- Taken in a studio with White Background
- Colour Code for White Background: R-255, G-255, B-255
- 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.

### **❖ Guidelines for uploading Experience Certificate:**

- The Experience certificates corresponding to all the experience claimed should be uploaded as a single file
- Ensure that the size of the file is not more than 1 MB.

### **❖ Guidelines for uploading Educational Certificates:**

- The Educational certificates from Class X till base qualification as per notification should be uploaded as a single file.
- Ensure that the size of the file is not more than 3 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](http://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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