



## Advertisement No. 05/ 2018

### अनुबंध आधार पर संचार एवं ब्रांडिंग अधिकारी की आवश्यकता : 2018

#### Recruitment of Branding & Communication Officer on Contractual Basis (Full Time) -2018

August 29, 2018

Small Industries Development Bank of India (SIDBI) set up on 2nd April 1990 under an Act of Indian Parliament, acts as the Principal Financial Institution for Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector as well as for co-ordination of functions of institutions engaged in similar activities.

The MSME sector, the focused business domain for SIDBI, has been an important pillar of the Indian Economy, contributing up to 32% in the country's Gross Value Added (GVA) as per FY 2015-16, with 63 million enterprises providing employment to over 111 million Indians. Over the years, SIDBI has been working towards the sustainable development of MSME sector, pioneering efforts that have manifested in creation of economic wealth, its distribution for an egalitarian society while preserving the ecological wealth of the country.

The Bank's **Mission** is to '*To facilitate and strengthen credit flow to MSMEs and address both financial and developmental gaps in the MSME eco-system*'.

The Bank is working with the **Vision** '*To emerge as a single window for meeting the financial and developmental needs of the MSME sector to make it strong, vibrant and globally competitive, to position SIDBI Brand as the preferred customer friendly institution and for enhancement of shareholders wealth and highest corporate values through modern technology platform*'.

The Bank believes that its people, process and technology are the key drivers for delivering customer service. The Bank firmly believes that its Human Resources are its most valuable asset.

SIDBI invites application from interested candidates for the post of Communication and Branding Officer on Contractual basis as detailed below:

<b>A.</b>	<b>Name of the Post</b>	<b>Communication &amp; Branding Officer (CBO)</b>
<b>B.</b>	<b>Type of the Post</b>	Contractual on <b>full time basis</b> .
<b>C.</b>	<b>No. of Posts</b>	1 (One)
<b>D.</b>	<b>Place of Posting</b>	The CBO will be posted at <b>Mumbai</b> .
<b>E.</b>	<b>Period of Contract</b>	The term of the contract of Communication & Branding Officer would initially be for a period of <b>three years</b> , extendable, at sole discretion of the Bank, for a further period of up to <b>three years</b> . The contract can be terminated at <b>one months' notice</b> on either side or salary and allowances (if any) in lieu thereof.
<b>F.</b>	<b>Scope of work</b>	<b>The Communication &amp; Branding Officer of the Bank will be responsible for the following:</b> <ul style="list-style-type: none"><li>• Strategise, coordinate and oversee branding &amp; communication of SIDBI.</li></ul>

		<ul style="list-style-type: none"> <li>Organise events/ activities for SIDBI and work for their planning, execution and also work for coverage in mainstream and social media</li> <li>Plan and implement brand visibility through various marketing programs, Sponsorships etc.</li> <li>Co-ordinate with the verticals/ field offices of the Bank to cover and publicize events conducted by them</li> <li>Develop contents and press release etc.</li> <li>Engage the media [Print/Electronic (TV/Radio)] and Co-ordinate with PR Agencies for SIDBI's positioning as Premier Financial Institution on regular basis and press conferences</li> <li>Manage all social media platforms</li> <li>Oversee social media accounts', visual design and web development</li> </ul>
<b>G.</b>	<b>Eligibility Criteria</b>	
	<b>a</b>	<b>Age limit</b>
		The candidate should not be more than <b>40 years</b> old as on August 31, 2018
	<b>b</b>	<b>Educational Qualification</b>
		Graduate in any discipline from a recognized Indian / Foreign University/Institute.
	<b>c</b>	<b>Experience</b>
		Minimum 5 years of relevant experience in areas as cited at 'F' above with excellent communication skill in both Hindi and English.
		<b>Important:</b> The Bank reserves the right to raise/modify the eligibility criteria in educational qualification and minimum work experience in order to restrict the number of candidates to be called for Interview, commensurate with the number of posts.
<b>H.</b>	<b>Remuneration</b>	<b>Upto `15- `20 Lakh</b> , based on experience/profile of the candidate. Annual increment, up to 5% of CTC finalised initially, may be considered by the Bank, based on performance.
<b>I.</b>	<b>Selection Procedure</b>	Selection would be by way of shortlisting and Personal Interview to be held at Mumbai on a suitable date (to be informed in due course) before the Selection Committee. The Bank will undertake a preliminary screening of the applications for preparing, if necessary, a shortlist of eligible candidates to be called for interview. Thus, merely fulfilling the requirements laid down in the advertisement would not automatically entitle any candidate to be called for interview.
<b>J.</b>	<b>HOW TO APPLY</b>	i. Duly filled in application (in English or Hindi), as per the format available on the Bank's website with a recent passport size photograph pasted thereon and Curriculum Vitae, bearing full signature of the candidate across the same with date, should be sent so as to reach the <b>Chief General Manager, Human Resources Vertical (HRV), Small Industries Development Bank of India, MSME Development Centre, Plot No. C-11, 'G' Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400051</b> OR can directly share their application on email id <a href="mailto:sidbirecruitment@teamlease.com">sidbirecruitment@teamlease.com</a> OR can upload their applications online through the link provided at the website on or before <b>September 20, 2018 (Thursday)</b> . The envelope

		<p>containing the application should bear the superscription "<b>Application for the post of Communication &amp; Branding Officer</b>".</p> <p>ii. Applications should be accompanied by self-attested copies of relevant certificate(s) / documents, in support of proof of identity, address, age, educational qualification (educational certificates/mark-sheets), work experience, etc, as mentioned in the application form. An application not accompanied by photocopies/ scanned copies (in cases of applied online) of relevant certificate(s) / documents, or not in prescribed format or not signed by the candidate or incomplete in any respect or received after due date will not be entertained under any circumstances.</p>
K.	<b>Others</b>	<p>i. Candidates, called for interview will be paid to &amp;fro economy class airfare by shortest route in India.</p> <p>ii. Candidates short listed for interview shall have to produce all <b>certificates in original</b> for verification of their age, educational qualification, experience details, etc. <b>at the time of interview. Failure to produce the same shall render the candidate ineligible for the recruitment process.</b></p> <p>iii. Candidates are advised that they should not furnish any particulars or information that are false, tampered/fabricated or should not suppress any material information while applying for the post.</p> <p>iv. In case it is detected at any stage that a candidate does not fulfill any of the eligibility criteria for the post applied for and / or that he / she has furnished any incorrect information or has suppressed any material fact(s), his / her candidature will stand cancelled forthwith. If any of these shortcomings is / are detected even after the appointment, his/her services will be liable to be terminated forthwith.</p> <p>v. Decisions of the Bank in all matters regarding eligibility, selection etc., would be final and binding on the applicants for the post. No representation or correspondence will be entertained by the Bank in this regard. Canvassing in any form will lead to disqualification of candidature.</p>

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