**अनुबंध आधार पर ब्रांडिंग एवं संचार सहयोगी** **की आवश्यकता: 2018-19**

**Hiring of Branding & Communication Associate on Contractual Basis**

**(Full Time) -2018-19**

**March 06, 2019**

Small Industries Development Bank of India (SIDBI) invites application from interested candidates for the post of Branding & Communication Associate (BCA) on Contractual basis as detailed below:

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|  | **Name of the Post** | **Branding & Communication Associate** |
|  | **Type of the Post** | Contractual on **full time basis**. |
|  | **No. of Posts** | 1 (One) |
|  | **Place of Posting** | The BCA will be posted at **Mumbai**.  |
|  | **Period of Contract** | The term of the contract of BCA would initially be for a period of three **years,** extendable, at sole discretion of the Bank, for a further period of up to three **years**. The contract can be terminated at **three month’s notice** on either side or salary and allowances (if any) in lieu thereof. |
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 | **Scope of work** | The new resource will support existing projects and help in conceptualizing / finalization / execution of new initiatives of the Bank.The scope of work shall include:-1. Assist Branding & Communication Officer for SIDBI’s branding and communication activities.
2. Assist in executing PR campaigns and content writing.
3. Help in coordinating with agencies to achieve the communication goals for SIDBI.
4. Manage SIDBI’s website and ensure that it is up to date.
5. Assist in evaluation of communication engagements and its effectiveness
6. Any other work related to the Vertical.
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 | **Eligibility Criteria** |  |
| **a** | **Age limit** | Below 30 years as on March 31, 2019 |
| **b** | **Educational Qualification** | MBA marketing degree/diploma or master’s degree/diploma in communications from a recognized university/institute |
| **c** | **Work Experience** | Post qualification work experience of 5 years in corporate communications / marketing communications department of a national level organization/institution, preferably in the BFSI segment.Relevant experience in a PR agency handling BFSI clients can also be considered. |
|  |  |  | **Important:** 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. |
|  | **Remuneration** | **Upto `8 lakh- `11 Lakh**, 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. Remuneration shall not be a constraint for suitable candidate. |
|  | **Selection Procedure** | 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.  |
|  | **HOW TO APPLY** | 1. 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 **Deputy General Manager, Human Resources Vertical (HRV), Small Industries Development Bank of India, Swavalamban Bhavan, Plot No. C-11, 'G' Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400051 on or before March 27, 2019.** The envelope containing the application should bear the superscription “**Application for the post of Branding & Communication Associate**”.
2. 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.
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|  | **Others** | 1. Candidates, called for interview will be paid to & fro economy class airfare by shortest route in India.
2. Candidates short listed for interview shall have to produce all **certificates in original** for verification of their age, educational qualification, experience details, etc. **at the time of interview. Failure to produce the same shall render the candidate ineligible for the recruitment process.**
3. 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.
4. 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.
5. 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.
6. The Bank reserves the right to modify / amend / reverse/ cancel any or all the provisions of hiring process, without assigning any reasons thereof. Depending upon the hiring the Bank reserves the right to cancel / restrict/curtail/enlarge the hiring process, if need so arises, without any further notice and assigning any reason thereof.
7. Further, corrigendum if any issued on the above advertisement, will be published only on the Bank’s website https://[www.sidbi.in](http://www.sidbi.in)/
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