



Advertisement No. 03/2018

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

May 30, 2018

SIDBI is the Principal Financial Institution set up under an Act of Parliament for promotion, financing and development of MSME sector in India. Micro, Small and Medium Enterprises (MSMEs) in the last six decades have contributed to creativity, innovation and dynamism in the industrial sector which has led to the spread of industrial development across 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 Officer on Contractual basis as detailed below:

A.	Name of the Post	Branding & Communication Officer (BCO)
B.	Type of the Post	Contractual on full time basis .
C.	No. of Posts	1 (One)
D.	Place of Posting	The Branding & Communication Officer will be posted at Mumbai.
E.	Period of Contract	The contract of engagement of BCO would initially be for a period of five (5) years . The contract will be reviewed at the end of the contract period. On such review, if the performance of the CO is found to be satisfactory, the contract may be renewed further on mutually agreed terms. The contract can be terminated at 3 months' notice on either side or salary and allowances (if any) in lieu thereof.
F.	Scope of work	<p>✓ The BCO will act as communication and social media expert and media consultant. Prime responsibilities of BCO will be:</p> <p>Media planning and Content Development:</p> <ul style="list-style-type: none">○ Strategise, coordinate and oversee branding & communication for promoting culture of entrepreneurship.○ Organise events/ activities for SIDBI and work for their planning, execution and also work for coverage in mainstream and social media.○ Develop and deliver communications strategies for various initiatives of the Bank for entrepreneurship & MSME development as well as poverty alleviation interventions.

		<ul style="list-style-type: none"> o Develop and implement comprehensive branding, communications and marketing strategies for current and new initiatives, programs and products of the Bank. o Manage selection, empanelment, payment terms, agreements and SOPs for media and advertising agencies. o Plan and implement brand visibility through various marketing programs, Sponsorships etc. o Prepare and deliver high quality marketing collateral and communications including print, electronic and social media. o Devise methods and framework for accessing the impact of various communication drives. o Co-ordinate with the verticals/ field offices of the Bank to cover and publicize events conducted by them. o Develop contents and press release etc. o Create content repository. <p>Engaging with Media</p> <ul style="list-style-type: none"> o Engage the media [Print/Electronic (TV/Radio)] for SIDBI's positioning as Prime Finance Institution on regular basis. o Co-ordinate with PR Agencies hired by the Bank for increased coverage of its events, press meets, interviews, dignitaries' visits, advertisements, launch/ inaugurations and various programmes etc. <p>Managing Social Media</p> <ul style="list-style-type: none"> o Manage all social media platforms viz. Twitter, Facebook, Youtube, LinkedIn etc. and also SIDBI's website. Promote brand SIDBI on social media platforms. o Communicate with followers, respond to queries/ complaints in a timely manner and monitor customer reviews. o Facilitate digital marketing of SIDBI's schemes, products, programmes etc. o Develop and expand community and/or influencer outreach efforts o Oversee social media accounts' visual design and web development (i.e.: Facebook Timeline cover, profile pic, thumbnails, advertisements, landing pages, twitter profile, Blog, you tube, etc.) o Design and implement Social Media Policy and Social Media Strategy to align with business goals. o Organize webinars, webcasts, podcasts, etc.
G.	Eligibility Criteria	
	a	Age limit
		The candidate should not be more than 45 years old as on June 30, 2018
	b	Educational Qualification
		<ul style="list-style-type: none"> • Graduate in any discipline from a recognized Indian / Foreign University/Institute.
	c	Experience
		Minimum 8 years of relevant experience in areas as cited at 'F' above with excellent communication skill in both Hindi and

		English.
		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.
H.	Remuneration	The compensation will not be a constraint for suitable candidate.
I.	Selection Procedure	Selection would be by way of short listing 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.
J.	HOW TO APPLY	<p>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 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 on or before June 20, 2018. The envelope containing the application should bear the superscription "Application for the post of Branding & Communication Officer".</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 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.	Others	<p>i. Candidates, called for interview will be paid to &fro economy class airfare by shortest route in India.</p> <p>ii. 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.</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. 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</p>

		<p>appointment, his/her services will be liable to be terminated forthwith.</p> <p>iv. 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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