



General Manager (HR) Secretariat
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Ref. No. HRD.HRMD.220

ADVERTISEMENT

Engagement of Chief Marketing Officer (CMO) on contractual basis

IMPORTANT DATES

Opening date for receipt of application	27.02.2019
Last Date for receipt of application	13.03.2019

SyndicateBank invites applications from Senior Executives for engagement of Chief Marketing Officer (CMO) on contractual basis.

Aspirants are requested to send scanned copy of application duly filled & signed along with resume to e-mail ID horecruitments@syndicatebank.co.in.

Terms and conditions

No. of posts	01 (One)
Location	SyndicateBank, Corporate Office, Gandhi Nagar, Bangalore.
Termination of contract	Performance will be evaluated periodically. In case the performance / conduct are not satisfactory, the contract will be terminated with one month's notice.
Reporting Authority	Executive Director
Type of job	Contractual
Age limit	Maximum 50 years as on 01.02.2019 (inclusive)
Educational Qualification:	The candidate should essentially have Master's degree in Business Administration in any discipline from a recognized university or a reputed Institute. Preference will be given for specialization in marketing in MBA.
Experience:	The candidate applying for the CMO post should have relevant domain knowledge and 10 years well-rounded marketing or business development experience in positions of responsibility-with a focus on marketing expansion as well as three to five years of experience in a leadership role in a Bank. The candidate must have adequate knowledge of analytics and usage of data. The quantum of business managed in the previous assignment by the CMO to be mentioned.



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Job profile	<p>The Chief Marketing Officer is a corporate executive responsible for the strategic positioning of Bank's corporate marketing functioning including brand strategy in protecting and enhancing the image of the Bank as preferred, tech savvy, trusted and customer oriented Bank in the financial services industry. He will be responsible for overall planning, developing and execution of public relations, all brand and product marketing, publicity, advertising, corporate communications and digital and social media marketing initiatives. He will ensure the brand standards and PR activities of the Bank across all channels through internal and external communications.</p> <p>CMO's are generally responsible for planning, developing, implementing and monitoring the overall business strategy. Some of the duties include market research, pricing, product markets, marketing communication, advertising and public related communications.</p>
Role & Responsibilities	<ul style="list-style-type: none"> i) To develop high level marketing and brand strategy in line with the strategic vision of the organisation. ii) To plan, direct and coordinate marketing budgets in accordance to organisational goals. iii) To develop and strengthen Bank's unique and compelling voice to build brand awareness, relevance, reputation and esteem among target audience and to ensure that brand standards are maintained across all channels through internal and external communication, PR and brand activities. iv) To ensure that the brand is strong and consistent in every marketing tactic and that the Bank's achievements, milestones, new launches and its success stories are communicated with passion, creativity and impact through various communication channels. v) To Generate Revenue: The CMO is also responsible to generate revenue by increasing sales through successful marketing for the entire organisation, using market research, pricing, product marketing, marketing communications, advertising, public relations and corporate social responsibility activities. vi) To lead communication team to create a best in class social media presence that empowers stakeholder to spread the Bank's brand virally.

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	<p>vii) Sales management, new business development, product development, distribution channel management and customer service. To ensure that organization's message is distributed across channels such as mobile platforms, video and social media and the targeted audience in order to meet sales objectives.</p> <p>viii) To perform various other tasks: Analytical tasks such as pricing and market research; Creative tasks such as designing advertising and promotions, and Interpersonal tasks such as coordinating many different styles of thinking in a single team.</p> <p>ix) Effectiveness of CSR Spends: The CMO will also be responsible for effective marketing of CSR activities with advertisement of their achievements and highlight their contribution made to the society. This reinforces a positive image of the Brand in the minds of the people.</p>
Skills & Requirements	<p>i) As a senior-level marketing professional, a Chief Marketing Officer must be both analytical and creative, must have experience in developing high level marketing and brand strategy in line with the strategic vision of the organization.</p> <p>ii) He should be a visionary with a deep understanding of traditional and innovative marketing strategies and a proven track record of creating campaigns and initiatives that will drive and increase revenue.</p> <p>iii) He should also be an executive who understands the importance of aligning the organization internally around the brand and marketing objectives; a business leader with success in leveraging social media to strengthen Bank's brand and a marketing leader with the vision to seek out new promotional avenues to support Bank's goals and objectives.</p>
Period of Contract	<p>i) The term of office of the holder of the post shall be for 3 years, initially, extendable at the discretion of the Bank. The contract period will commence from the date he/she assumes the position as CMO in the Bank.</p> <p>ii) The contract can be terminated at one months' notice on either side or on payment/surrender of one month's compensation amount in lieu thereof.</p>

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Remuneration	<p>i) The compensation package would comprise of fixed and variable components but not a limiting factor for suitable candidate and negotiable.</p> <p>ii) Apart from above compensation package the CMO will not be entitled to any other perquisites, facilities/benefits etc from the Bank.</p> <p>iii) The CMO Travelling expenses / Halting allowance and eligibility for stay in hotel while on official duty, outside the Head Quarters, will be as applicable to the General Manager of the Bank.</p>
Surrender	<p>On the last day of the contract, the contractee shall surrender the residential quarters & other items, if any, provided by the Bank during the tenure of the contract.</p>
Terms and Conditions	<p>i) Normal Working hours of the Bank.</p> <p>ii) The CMO will not take up any assignment with any other organization during the period of contract with the Bank.</p> <p>iii) The CMO will not exercise any administrative/financial powers during the period of engagement.</p> <p>iv) The terms & conditions of engagement is whole and simple governed by the provisions of the contract and the engagement shall not be construed as regular employment in the Bank and the provisions of PF / Gratuity / Pension, etc. shall not apply in this case.</p> <p>v) On completion of the contractual period of three years, his / her engagement shall automatically come to an end. There will not be a need for issuance of communication by the Bank for termination of the contract after the above said period.</p> <p>vi) He / she shall be required to execute the Fidelity & Secrecy bond under which he / she shall agree not to disclose any information/data which he/she is privy to while in the contract engagement and shall take reasonable security measures to prevent accidental disclosure.</p>



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Other Facilities	<p>i) He/she shall be provided with landline telephone facility at office.</p> <p>ii) He/she will be entitled to avail 01 day leave for each completed month of service. Total 12 Casual Leave for every year of contract, out of which not more than four days can be taken at a time. However, if his/her absence exceeds 12 days in a contract year, proportionate amount will be deducted for each day of his/her absence over and above the permissible leave from the consolidated payment. Un-availed Casual Leave for each contract year shall lapse at the end of the contract year. During the first contract year, he/ she shall earn Casual Leave on pro-rata basis @ one day for each completed month or part thereof.</p>
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Note:

1. Bank reserve the right to modify/delete any criteria mentioned above.
2. Application format to be downloaded from Bank's website (www.syndicatebank.in) under career option.
3. Scanned copy of the application along with resume should be mailed to E-mail ID: horecruitments@syndicatebank.co.in **on or before: 13.03.2019.**
 - ❖ Bank will send a confirmation mail to the applicant after receiving the application. In case any applicant does not get the confirmation mail within two working days from the date of sending the application, they may consider that their application has not successfully reached and should resend their application and documents as stated above. They can also check the status of their application by contacting HO: HRMD on 0820-2570387.
 - ❖ Information regarding personal interaction/interview will be intimated to the shortlisted applicants on their email ID.
 - ❖ The applicants are required to keep the original Application form with them along with one set of the requisite documents in support of their eligibility and submit the same when called for personal interaction/interview. Also, ensure to bring along the original documents for verification at the time of Personal interview/interaction.
4. Mere submission of application against the advertisement and apparently fulfilling the criteria as prescribed in the advertisement would not bestow on him/her right to be called for interaction/interview.
5. **Incomplete applications or applications not in the prescribed format are liable for rejection.**

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6. While every effort will be made to ensure that the intimation to the eligible applicants, short listed for attending the personal interview/interaction will be sent sufficiently in advance, the Bank will not be held responsible for delay in receiving the intimation by the applicant for any reason whatsoever. The applicants are advised to keep track of the status of their candidature by visiting their own email ID from time to time.
7. Bank reserves the right to reject any application not suiting the Bank's requirements without assigning any reason whatsoever.
8. Any resultant dispute arising out of this advertisement shall be subject to the sole jurisdiction of the Courts situated at Udupi.

Date: 27.02.2019
Place: Bengaluru


GENERAL MANAGER (HR)
