



# State Bank of India

CENTRAL RECRUITMENT & PROMOTION DEPARTMENT  
CORPORATE CENTRE, MUMBAI

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## RECRUITMENT OF SPECIALIST CADRE OFFICERS IN STATE BANK OF INDIA ON CONTRACT BASIS

ADVERTISEMENT No. CRPD/SCO/2018-19/07

**ONLINE REGISTRATION OF APPLICATION & PAYMENT OF FEE: from 22.11.2018 to 06.12.2018**

State Bank of India invites On-line application from Indian citizens for appointment in the following Specialist Cadre Officer posts on contract basis. Candidates are requested to apply On-line through the link given in Bank's website <https://bank.sbi/careers> or <https://www.sbi.co.in/careers>

1. A candidate can apply for one post only.
2. The process of Registration is complete only when fee is deposited with the Bank through Online mode on or before the last date for payment of fee.
3. Before applying, candidates are requested to ensure that they fulfil the eligibility criteria for the post as on the date of eligibility.
4. Candidates are required to upload all required documents ( brief resume, ID proof, age proof, educational qualification, experience etc.) failing which their candidature will not be considered for shortlisting/ interview.
5. Short listing & interview will be provisional without verification of documents. Candidature will be subject to verification of all details / documents with the original when a candidate reports for interview (if called).
6. In case a candidate is called for interview and is found not satisfying the eligibility criteria (Age, Educational Qualification and Experience etc.) he/ she will neither be allowed to appear for the interview nor be entitled for reimbursement of any travelling expenses.
7. Candidates are advised to check Bank's website <https://bank.sbi/careers> or <https://www.sbi.co.in/careers> regularly for details and updates (including the list of shortlisted/ qualified candidates). The Call letter/ advice, where required, will be sent by e-mail only (No hard copy will be sent).
8. In case more than one candidate scores same marks as cut-off marks in the final merit list (common marks at cut-off point), such candidates will be ranked in the merit according to their age in descending order.
9. HARD COPY OF APPLICATION & OTHER DOCUMENTS NOT TO BE SENT TO THIS OFFICE.
10. All revision / corrigenda will be hosted only on the Bank's above-mentioned websites.

### A. Details of Post (Contractual)/Department/Vacancy/ Age/Selection Process:

Post Sl. No.	Post	Department	Vacancy								Age (Cut-off Date)@		Selection Procedure
			Gen	OBC	SC	ST	Total	LD#	HI#	VI#	Min.	Max.	
1	Vice President (Sector Specialist)	PFSBU	3	-	-	-	3*	1	-	-	35	45	Shortlisting and Interview
2	Vice President (Structuring & Syndication)	PFSBU	2	-	-	-	2	1	-	-	35	45	
3	Assistant Vice President (Sector Specialist)	PFSBU	5	1	1	-	7**	1	-	-	30	40	
4	Manager (Sector Specialist)	PFSBU	8	2	1	-	11***	1	-	-	25	35	
5	Manager (Structuring & Syndication)	PFSBU	3	1	-	-	4	1	-	-	25	35	
6	Vice President (Digital Marketing)	Mkt & Communication	1	-	-	-	1	-	-	-	30	40	
7	Vice President (Media Strategy & Operations)	Mkt & Communication	1	-	-	-	1	-	-	-	30	40	
8	Senior Manager (Marcom)	Mkt & Communication	1	-	-	-	1	-	-	-	21	32	
9	Senior Manager (Corporate Communications)	Mkt & Communication	1	-	-	-	1	-	-	-	25	32	
10	Senior Manager (Events & Sponsorships)	Mkt & Communication	1	-	-	-	1	-	-	-	26	35	
11	Faculty, SBIL, Kolkata (Executive Education)	STU	4	1	-	-	3	1	-	-	28	55	Shortlisting & Interview followed by a Demo Session on a given topic
12	Faculty, SBICB, Hyderabad (Marketing)	STU			-	-	1		-	-	28	55	
13	Faculty, SBICRM, Gurugram, Haryana (Credit/Risk Management/ International Banking)	STU			-	-	1		-	-	28	55	
14	Marketing Executive SBIL Kolkata	STU	1	-	-	-	1	-	-	-	30	50	Shortlisting & Interview

\* Vice President (Sector Specialist) – Sector wise Positions (Total 3): Road-1, Power-1, Oil & Gas-1.

\*\*Asstt. Vice President (Sector Specialist) – Sector wise Positions (Total 7): Road-2, Power-2, Oil & Gas-2, Iron & Steel-1

\*\*\*Manager (Sector Specialist)- Sector wise position(Total-11): Road-3, Power-3, Oil & Gas-2, Metal-1, Iron & Steel-1, Textile-1

@ Cut-off Date for all posts of PFSBU: 30.09.2018; for all posts of Mkt & Communication :31.03.2018; for all posts of STU: 01.04.2018

# LD (OL) may apply for all posts under department PFSBU. VI and HI category candidates will not be suitable in these positions, as it will require travel, interaction and giving presentation at various levels etc.

# PWD candidate is not suitable to apply for all posts under Mkt & Communication department.

# LD(OA) may apply for the post of Faculty SBIL Kolkata/SBICB Hyderabad/SBICRM Gurugram. VI and HI category candidates will not be suitable in these positions.

# PWD candidate is not suitable to apply for Post of Marketing Executive SBIL Kolkata as the executive will be required to undergo extensive travel for marketing purpose.

#### ABBREVIATIONS:

Category: SC - Scheduled Caste, ST - Scheduled Tribe, OBC - Other Backward Classes, PWD - Person with Disability, LD – Locomotor Disability, OL – One leg Impaired, OA- One Arm Impaired, HI - Hearing Impaired, VI - Visually Impaired

#### Note:

1. Candidate belonging to OBC category but coming in the 'creamy layer' are not entitled to OBC reservation and age relaxation. They should indicate their category as 'GENERAL' or GENERAL (PWD) as applicable.
2. The number of vacancies including reserved vacancies mentioned above are provisional and may vary according to the actual requirement of the Bank.
3. Bank reserves the right to cancel the recruitment process entirely at any time.
4. Caste certificate issued by Competent Authority on format prescribed by the Government of India will have to be submitted by the SC/OBC candidates.
5. A declaration will have to be submitted in the prescribed format by candidates seeking reservation under OBC category stating that he/she does not belong to the creamy layer as on 31.03.2018. OBC certificate containing the 'Non-creamy layer' clause, issued during the period 01.04.2018 to the date of interview, should be submitted by such candidates, if called for interview.
6. Reservation for PWD is horizontal within the overall vacancies for the post.
7. PWD candidate should produce a certificate issued by a competent authority as per the Govt of India guidelines.
8. VI and HI category candidates will not be suitable in these positions, as it will require travel, interaction and giving presentation at various levels etc.
9. Maximum age indicated is for General category candidates. Relaxation in upper age limit will be available to reserved category candidates as per Government of India Guidelines.
10. In cases where experience in a specific field is required, the relevant experience certificate must contain specifically that the candidate had experience in that specific field.
11. In cases the certificate of degree/diploma does not specify the field of specialisation, the candidate will have to produce a certificate from the concerned university/college specifically mentioning the specialisation.

**(B) Details of Educational Qualification/ Experience/ Likely Place of Posting:**

Post Sl. no.	Post	Department	Educational Qualifications (cut-off Date)@	Post Qualification Experience (Cut-off Date)@	Likely Place of Posting\$
1.	Vice President (Sector Specialist)	PFSBU	1. B.E/ B.Tech And 2. MBA (Finance)/ CA/ CFA  Minimum percentage of marks: 60% or equivalent grade	Minimum 10 years  Experience in the respective sector or in companies such as Financial Institutions/ Banks.	<b>Mumbai</b>
2.	Vice President (Structuring & Syndication)	PFSBU	1. B.E/ B.Tech And 2. MBA (Finance)/ CA/ CFA  Minimum percentage of marks: 60% or equivalent grade	Minimum 10 years in Banks & Financial Institutions  The candidate should be in a position to handle independently various credit aspects in structuring like domestic/ forex bonds/ ECB/ ECA etc. Should also have expertise in syndication of loan in any bank/ financial institution.	<b>Mumbai</b>
3.	Assistant Vice President (Sector Specialist)	PFSBU	1. B.E/ B.Tech And 2. MBA (Finance)/ CA/ CFA  Minimum percentage of marks: 60% or equivalent grade	Minimum 8 years  Experience in the respective sector or in companies such as Financial Institution/ Banks.	<b>Mumbai</b>
4.	Manager (Sector Specialist)	PFSBU	1. B.E/ B.Tech And 2. MBA (Finance)/ CA/ CFA  Minimum percentage of marks: 60% or equivalent grade	Minimum 5 years  Experience in the respective sector or in companies such as Financial Institutions/ Banks.	<b>Mumbai</b>
5.	Manager (Structuring & Syndication)	PFSBU	1. B.E/ B.Tech And 2. MBA (Finance)/ CA/ CFA  Minimum percentage of marks: 60% or equivalent grade	Minimum 5 years in Banks/ Financial Institutions  The candidate should be in a position to handle independently various credit aspects in structuring like domestic/ forex bonds/ ECB/ ECA etc. Should also have expertise in syndication of loan in any bank/ financial institution.	<b>Mumbai</b>
6.	Vice President (Digital Marketing)	Mkt & Communication	Graduate in Computer Engineering/BCA/MCA/ Post Graduate/ MBA from a recognised University/ Institution  Any certification in Performance Marketing would be advantageous.	1. Minimum 8 years' experience in varied roles including Digital marketing. Experience in either Service industry or FMCG industry Preferred. 2. Core experience in product marketing using digital media platforms with specific experience in search & display, SEO, SEM and programmatic. Knowledge of influencer marketing, email, SMS and SMM preferred. 3. Very well versed with digital marketing measurement tools and its usage to draw key insights to optimize the campaign performance. Broad familiarity with contemporary DM technologies. 4. Highly data oriented with good acumen for number crunching. 5. Result oriented and a go-getting attitude. Highly digital oriented mindset with constant urge to stay abreast on digital marketing intelligence and proficiency.	<b>Mumbai</b>
7.	Vice President (Media Strategy & Operations)	Mkt & Communication	Post Graduate in Statistics or MBA (Marketing) from a recognised University/ Institution.  Any certification in Digital Marketing would be advantageous.	1. Minimum 8 years' experience in varied roles in Media Strategy, Media Planning & Buying, Marcom, Market Research including New and Interactive. Experience in either Service industry or FMCG preferred. 2. Core experience in print, radio television, out of home marketing. 3. Very well versed with Media process and the ecosystem, media metrics and analytics, media measurement tools and its usage to draw key insights to optimize the campaign performance. 4. Highly data oriented with good acumen for number crunching. 5. Result oriented and a go-getting attitude.	<b>Mumbai</b>
8.	Senior Manager (Marcom)	Mkt & Communication	Graduate in any discipline.  Candidates with MBA in Marketing from recognized University/ Institute shall be preferred.	Minimum 3 years work experience in marketing & Communication/ similar domain from any industry.	<b>Mumbai</b>
9.	Senior Manager (Corporate Communications)	Mkt & Communication	MBA/ Post Graduate from a recognized University/ Institution.  Graduate in English Literature will be added advantage. Any specialised qualifications in PR/ Corp Comms/ Journalism would be an added advantage.	1. Minimum 3 years of work experience in a similar role. Exceptional candidates with relevant PR agency experience would also be considered. Experience in BFSI preferred. 2. Must have written and managed at least 10 large format stories.  Special Skill Required (optional): 1. Creative mindset with ability to construct PR stories and articles. Excellent ability to write media articles in English and preferably in any other language. 2. Knowledge of all operational aspects related to managing good rapport with media fraternity-offline and online. 3. Excellent inter-personal capabilities with flair for interacting with journalists and bank officials across the hierarchy with equal composure. 4. Smart worker with ability to think on his/her feet, anticipate probable situation that may demand instant, smooth resolutions. 5. Ability to work long hours and on weekends when the work so demands, esp. during crisis situations	<b>Mumbai</b>

10.	Senior Manager (Events & Sponsorships)	Mkt & Communication	<p>Graduate from a recognised University/ Institution.</p> <p>Any specialised qualifications in event management would be an added advantage.</p>	<p>1. Minimum 5 years of work experience in events and sponsorship, preferably on the client side. Exceptional candidates with relevant event agency experience are also encouraged to apply. Experience in a similar role either in BFSI/ Technology/ Companies or top event agencies.</p> <p>2. Must have managed at least 3 large format events. Experience of implementation experience in multiple geographies (within India) would be an added advantage.</p> <p>Specific Skill required (optional):</p> <p>1. Creative mindset with ability to conceive/ identify/ evaluate innovative opportunities for sponsorship and event execution, especially on occasions such as product launch, bank's annual day etc.</p> <p>2. Knowledge of all operational aspects related to events &amp; sponsorship, prevalent pricing of various related elements and thorough negotiation skills.</p> <p>3. Ability to approach events &amp; sponsorships from an ROI perspective.</p> <p>4. Excellent inter-personal capabilities with flair for interacting with officials across the hierarchy with equal composure.</p> <p>5. Smart worker with ability to think on his/ her feet, anticipate probable situations that may demand instant, smooth resolutions.</p> <p>6. Proficiency in speaking English and Hindi</p> <p>7. Ability to work long hours and on weekends when the work so demands.</p>	<b>Mumbai</b>
11.	Faculty, SBIL, Kolkata (Executive Education)	STU	<p>Ph.D in HR, Organisational Behaviour, Strategy</p> <p>Preference will be given to those having MBA with teaching experience in the Executive Education Domain along with Ph.D.</p> <p>Preferred Qualification: Those having additional relevant qualification and certifications in their respective domains.</p>	<p>Minimum 5 years of teaching experience in institutions like IIMs, XLRI, ASCI ISB, IIBF, NIBM and premier universities like Delhi University, Madras University, Calcutta University, JNU etc.</p> <p>Those having proven experience in training / executive educative institutions of repute.</p> <p>Specific skill required: Proactive with exceptional teaching abilities and strong communication skills.</p>	<b>SBIL, Kolkata</b>
12.	Faculty, SBICB, Hyderabad (Marketing)	STU	<p>MBA in Marketing/ Product Development or PG diploma in Marketing &amp; related field from Top Indian/ International 'B' school.</p> <p>Preference will be given to those having Ph.D from Top Indian University or Top Indian/ International 'B' school with prior teaching experience.</p> <p>Preference will be given to those having teaching experience in marketing at Business Schools or as Faculty elsewhere.</p> <p>Preference to those having additional relevant qualifications and certifications in respective domains.</p> <p>Minimum percentage of marks: 55% or equivalent grade.</p>	<p>Minimum 5 years of teaching experience in institutions like IIMs, XLRI, ASCI ISB, IIBF, NIBM and premier universities like Delhi University, Madras University, Calcutta University, JNU etc.</p> <p>Those having proven experience both in training and industry.</p> <p>Specific skill required: Proactive with exceptional teaching abilities and strong communication skills.</p>	<b>SBICB, Hyderabad</b>
13.	Faculty, SBICRM, Gurugram, Haryana (Credit/Risk Management/ International Banking)	STU	<p>1. Post Graduation in Banking &amp; Finance from Top Indian/ International Business Schools. OR</p> <p>2. Ph.D from TOP Indian/ International Universities/ Business School in Corporate Credit/ Risk Management/ International Banking in Banks</p> <p>Candidates must have following qualifications: For Risk Mgmt: CFA/FRM/PRM For Credit: Experience in handling project finance and very high value credit in Banks/ FIs. For International Banking: Experience in handling high value IB business in Banks/ FIs.</p> <p>Minimum percentage of marks: 55%</p> <p>Preference to those having additional relevant qualifications and certifications in their respective domains.</p>	<p>1) 5 year's experience as teacher in required domain in institution of repute.</p> <p>2) Preference would be given to those who have presented research papers related to Financial Markets, Risk Managements, Financial Analysis, Macro economic problems etc., Corporate Finance, International Banking etc.</p> <p>Specific skill required: Proactive with exceptional teaching abilities and strong communication skills.</p>	<b>SBICRM, Gurugram, Haryana</b>
14.	Marketing Executive SBIL Kolkata	STU	<p>MBA or 2 years Post Graduate Diploma in Management after Graduation from reputed Indian/ International 'B' Schools.</p> <p>Preference will be given to those having MBA/PGDM in the discipline of marketing with experience in marketing of Executive Education Programmes.</p> <p>Minimum percentage of marks: 55%</p> <p>Preference for those having additional qualification/ certifications in marketing discipline</p>	<p>Minimum 5 year's experience in marketing with a minimum of 2 years in marketing of Executive Education programmes in any reputed institutions like CRISIL, CARE, BWR, SMERA, ISB, IIBF etc. engaged in providing training and education to outsiders.</p> <p>Specific skill required: Proactive with exceptional abilities in marketing of services and strong communication skills</p>	<b>Kolkata (Should be open to travel)</b>

\$ The place of posting is only indicative. The selected candidate may be posted anywhere in India.

@ Cut-off Date for all post of PFSBU: 30.09.2018; for all posts of Mkt & Communication Dept :31.03.2018; for all posts of STU: 01.04.2018

ABBREVIATIONS- SBIL: State Bank Institute of Leadership; SBICB: State Bank Institute of Consumer Banking;

SBICRM: State Bank Institute of Credit & Risk Management

**C. Job Profile & KRAs:**

Post Sr No	Post	Job Profile & KRAs in Brief
1.	Vice President (Sector Specialist)	<p><b>Responsible for</b></p> <ul style="list-style-type: none"> <li>Underwriting and structuring in corporate finance/ investment banking in their respective field.</li> </ul> <p><b>Responsibilities &amp; Functions:</b></p> <ul style="list-style-type: none"> <li>Financial modelling of projects, assessment of assumptions, cost comparisons, sensitivity testing, risk analysis etc.</li> <li>Preparation of the transaction documentation- IM, financial model and definitive agreements.</li> <li>Analyse the financial/ operational positioning of corporates to proactively suggest strategic refinancing options.</li> <li>Build appropriate structures along with the cash flow analysis to aid in distribution of existing loans.</li> <li>Deeper understanding of existing/ new sectors prevailing in existing/ future scenario.</li> <li>Building working relationships with key corporate groups, lenders and financial sponsors during the deal execution for coordination.</li> <li>Research industries and contribute content by analysis to support marketing initiatives.</li> </ul> <p><b>KRAs</b></p> <ul style="list-style-type: none"> <li>Financial modelling</li> <li>Follow up of advances</li> <li>Client relation and maintenance</li> </ul>
2.	Vice President (Structuring & Syndication)	<p><b>Responsible for</b></p> <ul style="list-style-type: none"> <li>Suggesting appropriate debt structuring for the client's funding requirements based on the client's business, cash flow and capital structure.</li> </ul> <p><b>Responsibilities &amp; Functions</b></p> <ul style="list-style-type: none"> <li>Develop and maintain standard financial models.</li> <li>Preparation of the transaction documentation- IM, financial model and definitive agreements.</li> <li>Analyse the financial/ operational positioning of corporates to proactively suggest strategic refinancing options.</li> <li>Build appropriate structure along with the cash flow analysis to aid in distribution of existing loans.</li> <li>Track the global interest rate and FX spot and derivatives markets for creation of sophisticated debt structures.</li> <li>Building working relationships with key corporate groups, lenders and financial sponsors during the deal execution for coordination.</li> <li>Research industries and contribute content by analysis to support marketing initiatives.</li> </ul> <p><b>KRAs</b></p> <ul style="list-style-type: none"> <li>Structuring fees</li> <li>Derivatives volume</li> <li>TAT for structuring mandates.</li> </ul>
3.	Assistant Vice President (Sector Specialist)	<p><b>Responsible for</b></p> <ul style="list-style-type: none"> <li>Syndication/ underwriting and structuring in corporate finance/ investment banking.</li> </ul> <p><b>Responsibilities &amp; Functions</b></p> <ul style="list-style-type: none"> <li>Initiate, develop and maintain financial modelling of project.</li> <li>Preparation of the transaction documentation- IM, financial model and definitive agreements.</li> <li>Analyse the financial/ operational positioning of corporates to proactively suggest strategic refinancing options.</li> <li>Assessment of assumptions, cost comparisons, sensitivity testing, risk analysis.</li> <li>Proactive involvement in documentation, supervision and follow up of loans.</li> <li>Preparation of sectoral papers and its in-depth analysis.</li> <li>Building working relationships with key corporate groups, lenders and financial sponsors during the deal execution for coordination.</li> <li>Execution of loan documents in line with terms of sanction, site visits to monitor the progress in completion/ performance of the projects, compilation and analysis of various requisite reports as per prevailing financial/ regulatory guidelines.</li> </ul> <p><b>KRAs</b></p> <ul style="list-style-type: none"> <li>Financial modelling</li> <li>Follow up of advances</li> <li>Client relation and maintenance</li> </ul>
4.	Manager (Sector Specialist)	<p><b>Responsible for</b></p> <ul style="list-style-type: none"> <li>Syndication/ underwriting and structuring in corporate finance/ investment banking.</li> </ul> <p><b>Responsibilities &amp; Functions:</b></p> <ul style="list-style-type: none"> <li>Initiate, develop and maintain financial modelling of project.</li> <li>Preparation of the transaction documentation- IM, financial model and definitive agreements.</li> <li>Analyse the financial/ operational positioning of corporates to proactively suggest strategic refinancing options.</li> <li>Assessment of assumptions, cost comparisons, sensitivity testing, risk analysis.</li> <li>Proactive involvement in documentation, supervision and follow up of loans.</li> <li>Preparation of sectoral papers and its in-depth analysis.</li> <li>Building working relationships with key corporate groups, lenders and financial sponsors during the deal execution for coordination.</li> <li>Execution of loan documents in line with terms of sanction, site visits to monitor the progress in completion/ performance of the projects, compilation and analysis of various requisite reports as per prevailing financial/ regulatory guidelines.</li> </ul> <p><b>KRAs</b></p> <ul style="list-style-type: none"> <li>Financial modelling</li> <li>Follow up of advances</li> <li>Client relation and maintenance</li> </ul>
5.	Manager (Structuring & Syndication)	<p><b>Responsible for</b></p> <ul style="list-style-type: none"> <li>Suggesting appropriate debt structuring for the client's funding requirements based on the client's business, cash flow and capital structure.</li> </ul> <p><b>Responsibilities &amp; Functions:</b></p> <ul style="list-style-type: none"> <li>Initiate, develop and maintain standard financial models.</li> <li>Preparation of the transaction documentation- IM, financial model and definitive agreements.</li> <li>Analyse the financial/ operational positioning of corporates to proactively suggest strategic refinancing options.</li> <li>Build appropriate structures along with the cash flow analysis to aid in distribution of existing loans.</li> <li>Track the global interest rate and FX spot and derivatives markets for creation of sophisticated debt structures.</li> <li>Building working relationships with key corporate groups, lenders and financial sponsors during the deal execution for coordination.</li> <li>Research industries and contribute content by analysis to support marketing initiatives</li> </ul> <p><b>KRAs</b></p> <ul style="list-style-type: none"> <li>Structuring fees</li> <li>Derivatives volume</li> <li>TAT for structuring mandates.</li> </ul>
6.	Vice President (Digital Marketing)	<p><b>Job Profile &amp; KRAs</b></p> <ul style="list-style-type: none"> <li>Understand the brand SBI philosophy, implement and execute digital marketing strategy for Bank's different products/ services for both branding/ awareness as well as performance marketing.</li> <li>Keep abreast of developments in the digital marketing sphere.</li> <li>Work in close coordination with different stakeholders from various product teams to understand business goals and set campaign KPIs in order to penetrate right target audiences and drive business growth.</li> <li>Track campaign performance against the KPIs for all DM initiatives, to define campaign success and identify improvement for future campaigns</li> <li>Monitor and track strategies at regular interval and propose appropriate modifications from time to time spanning positioning, pricing and promotions etc.</li> <li>Be actively involved in sharing feed backs for products and webpage optimizations. Ensuring correct up to date information and banners are present across all websites and digital portals owned by the bank.</li> <li>Work in a cross-functional, multi-geography team effectively sharing knowledge and ideas, work with different business partners to create a collaborative work environment of learning as well as efficient execution.</li> <li>Work in collaboration with agencies and multiple vendor to identify and develop the best channel mix.'</li> </ul>
7.	Vice President (Media Strategy & Operations)	<p><b>Job Profile &amp; KRAs</b></p> <ul style="list-style-type: none"> <li>Understand the brand SBI philosophy, implement and execute marketing and communication campaign for Bank's different products/ services for both branding/ awareness as well as performance marketing.</li> <li>Keep abreast of developments in the digital marketing sphere.</li> <li>Work in close coordination with different stakeholders from various product teams to understand business goals and set campaign KPIs in order to penetrate right target audiences and drive business growth.</li> <li>Track campaign performance against the KPIs for all media initiatives, to define campaign success and identify improvement for future campaigns</li> <li>Monitor and track strategies at regular interval and propose appropriate modifications from time to time spanning positioning, pricing and promotions etc.</li> <li>Be actively involved in sharing feed backs for products and webpage optimizations. Ensuring correct up to date information and banners are present across all websites and digital portals owned by the bank.</li> <li>Work in a cross-functional, multi-geography team effectively sharing knowledge and ideas, work with different business partners to create a collaborative work environment of learning as well as efficient execution.</li> <li>Work in collaboration with agencies and multiple vendor to identify and develop the best channel mix.</li> </ul>

8.	Senior Manager (Marcom)	<p><b>Job Profile &amp; KRAs</b></p> <ul style="list-style-type: none"> <li>· Curating 360 marketing campaigns to ensure brand recall across owned, earned and paid media.</li> <li>· Drive customer engagement programs by collaborating with external agencies.</li> <li>· Providing support to on-ground teams for seamless execution of marketing campaigns.</li> <li>· Working closely with Media, Events and Digital team to ensure brand consistency at various touch-points.</li> <li>· Driving Internal Communication to increase awareness of new launches/ campaigns.</li> <li>· Collaborating with PR to optimize reach.</li> </ul>
9.	Senior Manager (Corporate Communications)	<p><b>Job Profile &amp; KRAs</b></p> <ul style="list-style-type: none"> <li>· Draft customized content for various media platforms- online portals, newspaper, events, presentation and videos.</li> <li>· Align communication strategy (both internal and external) with business objective.</li> <li>· Media relations management support and coordination.</li> <li>· Liaise with journalists for new story ideas, coordinate for quotes from key top level management for media stories.</li> <li>· Regularly update media on current and upcoming developments.</li> <li>· Identify new and innovative PR vehicle for brand building.</li> <li>· Track daily news activities across all media platforms.</li> <li>· Coordinate with relevant departments and assist with objective achievement.</li> <li>· Any other work as entrusted by the immediate supervisor/ department head.</li> </ul>
10.	Senior Manager (Events & Sponsorships)	<p><b>Job Profile &amp; KRAs</b></p> <ul style="list-style-type: none"> <li>· Design and implement brand/ product engagement initiatives with relevant target groups primarily through events and sponsorships for promotion of Bank's products &amp; services.</li> <li>· Adeptly manage all related operational aspects by getting related agency partners/ vendors to deliver quality output within approved budget and timelines in a coordinated manner. Any other work as entrusted by the immediate supervisor/ department head.</li> </ul>
11.	Faculty, SBIL, Kolkata (Executive Education)	<p><b>Job Profile:</b></p> <p>The selected candidate will actively participate in and contribute to training activity at the institute as under:</p> <ul style="list-style-type: none"> <li>· Developing the leadership capabilities of the Top/ Senior Executives of the Bank/ other Banks and FIs who will be coming to SBIL for training.</li> <li>· Teaching subjects in the area of leadership development across various programmes of the institute.</li> <li>· Engaging in academic administration activities as required by the institute.</li> <li>· Identifying the training need gap in leadership skills of the Top/ Senior Executives of the Bank and co-designing and co-delivering training interventions.</li> <li>· Ensuring upgradation of competence levels of participants by constantly bringing about improvements in the contents and methodology of training programmes.</li> <li>· Developing and imparting training programme/ workshops in various areas of leadership development.</li> <li>· Setting in place training evaluation methods, seeking feedback and initiating appropriate corrective measures where necessary on an ongoing basis.</li> <li>· Ensuring smooth conduct of various workshops, conclaves and programmes at the institute.</li> <li>· Ensuring that the right types of training are imparted with continuous updation in the follow up of the best and new HR practices.</li> <li>· Promoting the institute, programs in appropriate forums to build the institute brand in order to achieve maximum effectiveness in training.</li> </ul> <p><b>KRAs</b></p> <ul style="list-style-type: none"> <li>· To conduct cutting edge research on topics of relevance to BFSI sector, Leadership, Strategy and present them in prestigious seminars and make publications in reputed journals, on behalf of the Bank.</li> <li>· To teach subjects in the area of leadership development across various programmes of the institute.</li> <li>· To develop and impart training programme/ workshops in various areas of leadership development.</li> <li>· To set in place training evaluation methods, seek feedback and initiate appropriate corrective measures where necessary on an ongoing basis.</li> <li>· To ensure smooth conduct of various workshops, conclaves and programmes at the institute.</li> <li>· To ensure that the right types of training are imparted with continuous updation in the follow up of the best and new HR practices.</li> <li>· To promote the institute, programs in appropriate forums to build the institute brand in order to achieve maximum effectiveness in training.</li> </ul>
12.	Faculty, SBICB, Hyderabad (Marketing)	<p><b>Job Profile:</b></p> <p>The selected candidate will actively participate in and contribute to training activity at the institute as under:</p> <ul style="list-style-type: none"> <li>· Teaching subjects in the area of current developments in marketing across various programmes of the institute.</li> <li>· Engaging in academic activities in the area of training in marketing as required by the institute.</li> <li>· Identifying the training need gaps in marketing skills of the officials of the bank and co-designing and co-delivering relevant training interventions at the institute.</li> <li>· Ensuring upgradation of competence levels of participants by constantly bringing about improvements in the contents and methodology of training programme.</li> <li>· Developing and imparting relevant training programmes in various areas of marketing.</li> <li>· Setting place training evaluation methods, seeking feedback and initiating appropriate corrective measures where necessary on an ongoing basis.</li> <li>· Ensuring smooth conduct of various workshops, conclaves and programmes in the area of marketing at the institute.</li> <li>· Ensuring that the right types of training are imparted with continuous updation in the follow up of the best and new practices.</li> <li>· Promoting the programs in appropriate forums in order to achieve maximum effectiveness in training.</li> </ul> <p><b>KRAs</b></p> <ul style="list-style-type: none"> <li>· To Conduct cutting edge research on topics of relevance to BFSI sector, Marketing of financial products and present them in prestigious seminars and make publications in reputed journals, on behalf of the Bank.</li> <li>· To teach subjects in the area of marketing across various programmes of the institute.</li> <li>· To develop and impart training programme/ workshops in various areas of marketing, especially in marketing of retail banking products.</li> <li>· To set in place training evaluation methods, seek feedback and initiate appropriate corrective measures where necessary on an ongoing basis as per best practices in the field.</li> <li>· To ensure smooth conduct of various workshops, conclaves and programmes at the institute.</li> <li>· To ensure that the right types of training are imparted with continuous updation in the follow up of standard practices.</li> <li>· To promote the institute, programs in appropriate forums in order to achieve maximum effectiveness in training</li> </ul>
13.	Faculty, SBICRM, Gurugram, Haryana (Credit/Risk Management/ International Banking)	<p><b>Job Profile:</b></p> <p>The selected candidate will actively participate in and contribute to training activity at the institute as under:</p> <ul style="list-style-type: none"> <li>· Teaching subjects in the area of Risk Management/ Credit and International Banking across various programmes of the institute.</li> <li>· Developing the capabilities of the officials of the Bank in managing the assignment in area of Risk Mgmt. Credit and International Banking.</li> <li>· Identifying the training need gaps in Risk Management skills of the officials of the bank and co-designing and co-delivering training interventions in this area.</li> <li>· Ensuring upgradation of competence levels of participants by constantly bringing about improvements in the contents and methodology of training programme.</li> <li>· Developing and imparting training programme/ workshops in various areas of Risk Management, Credit &amp; IB as per standard practice.</li> <li>· Setting in place training evaluation methods, seeking feedback and initiating appropriate corrective measures where necessary on an ongoing basis.</li> <li>· Ensuring smooth conduct of various workshops, seminars, conclaves and programmes at the institute.</li> <li>· Ensuring that the right types of training are imparted with continuous updation in the follow up of the best and new practices.</li> <li>· Promoting the programs in appropriate forums in order to achieve maximum effectiveness in training.</li> </ul> <p><b>KRAs</b></p> <ul style="list-style-type: none"> <li>· To Conduct cutting edge research on topics of relevance to BFSI sector, Credit, Risk, IB and present them in prestigious seminars and make publications in reputed journals, on behalf of the Bank.</li> <li>· To teach subjects in the area of Risk Management/ Credit/ IB across various programmes of the institute.</li> <li>· To develop and impart training programme in various areas of Risk management/ Credit/ IB of the institute.</li> <li>· To set in place training evaluation methods, seek feedback and initiate appropriate corrective measures where necessary on an ongoing basis.</li> <li>· To ensuring smooth conduct of various workshops, conclaves, seminars and programmes at the institute.</li> <li>· To ensure that the right types of training are imparted with continuous updation in the follow up of the best and new practices.</li> <li>· To promote programs in appropriate forums in order to achieve maximum effectiveness in training in the field.</li> </ul>
14.	Marketing Executive SBIL Kolkata	<p><b>Job Profile:</b></p> <p>The executive will primarily drive marketing activity of various training programmes/ conclaves/ seminars/ workshops/ services etc. at SBIL and other ATIs as under:</p> <ul style="list-style-type: none"> <li>· Keeping liaison with various Commercial/ Co-operative Banks/ FIs and other organizations in India as well as overseas for the purpose of marketing of contents of various SBI training programmes/ e-lessons.</li> <li>· Overseeing and developing integrated marketing campaigns, conduct market research and analyse data to identify and define target groups for SBI ideas and products in the space of training.</li> <li>· Devising and presenting ideas and strategies for marketing of training programmes at various ATIs.</li> <li>· Working as marketing officer or marketing coordinator for the ATIs and develop marketing campaigns to market SBI services, products, events etc.</li> </ul> <p><b>KRAs</b></p> <ul style="list-style-type: none"> <li>· To keep liaison with various Banks/ FIs/ other organizations in India as well as overseas for marketing of contents of various SBI training programmes/ e-lessons.</li> <li>· To oversee and develop marketing campaigns, conduct market research and analyse data to identify and define target groups for SBI ideas and products.</li> <li>· To devise and present ideas and strategies for marketing of training programmes at various ATIs.</li> <li>· To work as marketing coordinator for ATIs and develop marketing campaigns to market SBI services, products, events etc.</li> </ul>

**Remarks: Roles, in addition to the above mentioned Job Profile and KRAs, may be assigned by the Bank from time to time for any Post.**

**D. Remuneration:**

Post Sr No	Post	CTC Range (Negotiable)
1	Vice President (Sector Specialist)	Rs 40 lakhs to Rs 48 lakhs
2	Vice President (Structuring & Syndication)	Rs 40 lakhs to Rs 48 lakhs
3	Assistant Vice President (Sector Specialist)	Rs 23 lakh to Rs 29 lakh
4	Manager (Sector Specialist)	Rs 18 lakh to Rs 22 lakh
5	Manager (Structuring & Syndication)	Rs18 lakhs to Rs 22 lakhs
6	Vice President (Digital Marketing)	CTC Negotiable In addition to CTC, Telephone bill, Halting allowance, Out of pocket expense with prior approval.
7	Vice President (Media Strategy & Operations)	
8	Senior Manager (Marcom)	
9	Senior Manager (Corporate Communications)	
10	Senior Manager (Events & Sponsorships)	
11	Faculty, SBIL, Kolkata (Executive Education)	CTC Negotiable
12	Faculty, SBICB, Hyderabad (Marketing)	<ul style="list-style-type: none"> <li>• In addition to CTC, other perks, like travelling expenses for travelling by taxi, air (economy class) in case of travelling on official duties and DA as applicable for the post.</li> <li>• Such faculty will be permitted to take classes assignment outside on revenue sharing basis with prior approval from Dean SBIL/ Director SBIL/SBICB/SBICRM, whichever is applicable.</li> <li>• The selected faculty will be allowed to utilize up to a maximum of 100 days p.a in external teaching/ consulting on a revenue sharing model. Where income generated is in excess of Rs 5 lacs p.a from these activities, 40% of the excess amount shall be shared with the institute (Taxes as applicable)</li> </ul>
13	Faculty, SBICRM, Gurugram, Haryana (Credit/Risk Management/ International Banking)	
14	Marketing Executive SBIL Kolkata	
		<ul style="list-style-type: none"> <li>• In addition to CTC, other perks, like travelling expenses for travelling by taxi, air (economy class) in case of travelling on official duties and DA as applicable for the post.</li> </ul>

CTC range is not a limiting factor for suitable candidates.

**(E) How to Apply:**

Candidates should have valid email ID which should be kept active till the declaration of result.

It will help him/her in getting call letter/ Interview advices etc. by email.

**GUIDELINES FOR FILLING ONLINE APPLICATION:**

- Candidates will be required to register themselves online through the link available on SBI website <https://bank.sbi/careers> OR <https://www.sbi.co.in/careers> and pay the application fee using Internet Banking/ Debit Card/ Credit Card etc.
- Candidates should first scan their latest photograph and signature. Online application will not be registered unless candidate uploads his/her photo and signature as specified on the online registration page (under 'How to Apply').
- Candidates should fill the application carefully. Once application is filled-in completely, candidate should submit the same. In the event of candidate not being able to fill the application in one go, he can save the information already entered. When the information/ application is saved, a provisional registration number and password is generated by the system and displayed on the screen. Candidate should note down the registration number and password. They can re-open the saved application using registration number and password and edit the particulars, if needed. This facility of editing the saved information will be available for three times only. Once the application is filled completely, candidate should submit the same and proceed for online payment of fee.
- After registering online, the candidates are advised to take a printout of the system generated online application forms.

**GUIDELINES FOR PAYMENT OF FEES:**

- Application fees and Intimation Charges (Non-refundable) is Rs 600/- ( Six Hundred only) for General and OBC candidates and intimation charges of Rs100/- ( One hundred only) for SC/ST/PWD candidates.
- Fee payment will have to be made online through payment gateway available thereat.
- After ensuring correctness of the particulars in the application form, candidates are required to pay the fees through payment gateway integrated with the application. No change/ edit in the application will be allowed thereafter.
- The payment can be made by using Debit Card/ Credit Card/ Internet Banking etc. by providing information as asked on the screen. Transaction charges for online payment, if any, will be borne by the candidates.
- On successful completion of the transaction, e-receipt and application form, bearing the date of submission by the candidate, will be generated which should be printed and retained by the candidate.
- If the online payment of fee is not successfully completed in first instance, please make fresh attempts to make online payment.
- There is also a provision to reprint the e-Receipt and Application form containing fee details, at later stage.
- Application Fee once paid will NOT be refunded on any account NOR can it be adjusted for any other examination or selection in future.

<p><b>F. How to Upload Documents:</b></p> <p><b>a. Details of Document to be uploaded:</b></p> <ol style="list-style-type: none"> <li>Brief Resume (DOC or DOCX)</li> <li>ID Proof (PDF)</li> <li>Proof of Date of Birth (PDF)</li> <li>Educational Certificates: Relevant Mark-Sheets/ Degree Certificate (PDF)</li> <li>Experience certificates (PDF)</li> <li>Salary (Form-16 as on 31.03.2018, current salary slip etc.) (PDF)</li> <li>PWD certificate, if applicable (PDF)</li> </ol> <p><b>b. Photograph file type/ size:</b></p> <ol style="list-style-type: none"> <li>Photograph must be a recent passport style colour picture.</li> <li>Size of file should be between 20kb–50 kb and Dimensions 200 x 230 pixels (preferred)</li> <li>Make sure that the picture is in colour, taken against a light-coloured, preferably white, background.</li> <li>Look straight at the camera with a relaxed face</li> <li>If the picture is taken on a sunny day, have the sun behind you, or place yourself in the shade, so that you are not squinting and there are no harsh shadows</li> <li>If you have to use flash, ensure there's no "red-eye"</li> <li>If you wear glasses make sure that there are no reflections and your eyes can be clearly seen.</li> <li>Caps, hats and dark glasses are not acceptable. Religious headwear is allowed but it must not cover your face.</li> <li>Ensure that the size of the scanned image is not more than 50kb. If the size of the file is more than 50 kb, then adjust the settings of the scanner such as the DPI resolution, no. of colours etc., during the process of scanning.</li> </ol> <p><b>c. Signature file type/ size:</b></p> <ol style="list-style-type: none"> <li>The applicant has to sign on white paper with Black Ink pen.</li> <li>The signature must be signed only by the applicant and not by any other person.</li> <li>The signature will be used to put on the Call Letter and wherever necessary.</li> <li>If the Applicant's signature on the answer script, at the time of the examination, does not match the signature on the Call Letter, the applicant will be disqualified.</li> <li>Size of file should be between 10kb - 20kb and Dimensions 140 x 60 pixels (preferred).</li> <li>Ensure that the size of the scanned image is not more than 20kb</li> <li>Signature in CAPITAL LETTERS shall NOT be accepted.</li> </ol> <p><b>d. Document file type/ size:</b></p> <ol style="list-style-type: none"> <li>All Documents must be in PDF except Resume which should be in DOC or DOCX format.</li> </ol>	<ol style="list-style-type: none"> <li>Page size of the document to be A4.</li> <li>Size of the file should not be exceeding 500 KB.</li> <li>In case of Document being scanned, please ensure it is saved as PDF and size not more than 500 KB as PDF. If the size of the file is more than 500KB, then adjust the setting of the scanner such as the DPI resolution, no. of colors etc., during the process of scanning. Please ensure that Documents uploaded are clear and readable.</li> </ol> <p><b>e. Guidelines for scanning of photograph/ signature/ documents:</b></p> <ol style="list-style-type: none"> <li>Set the scanner resolution to a minimum of 200 dpi (dots per inch)</li> <li>Set Colour to True Colour</li> <li>Crop the image in the scanner to the edge of the photograph/ signature, then use the upload editor to crop the image to the final size (as specified above).</li> <li>The photo/ signature file should be JPG or JPEG format (i.e. file name should appear as: image01.jpg or image01.jpeg).</li> <li>Image dimensions can be checked by listing the folder/ files or moving the mouse over the file image icon.</li> <li>Candidates using MS Windows/ MSOffice can easily obtain photo and signature in .jpeg format not exceeding 50kb &amp; 20kb respectively by using MS Paint or MSOffice Picture Manager. Scanned photograph and signature in any format can be saved in .jpg format by using 'Save As' option in the File menu. The file size can be reduced below 50 kb (photograph) &amp; 20 kb (signature) by using crop and then resize option (Please see point (i) &amp; (ii) above for the pixel size) in the 'Image' menu. Similar options are available in other photo editor also.</li> <li>While filling in the Online Application Form the candidate will be provided with a link to upload his/her photograph and signature.</li> </ol> <p><b>f. Procedure for Uploading Document:</b></p> <ol style="list-style-type: none"> <li>There will be separate links for uploading each document.</li> <li>Click on the respective link "Upload"</li> <li>Browse &amp; select the location where the PDF, DOC or DOCX file has been saved.</li> <li>Select the file by clicking on it and Click the 'Upload' button.</li> <li>Click Preview to confirm the document is uploaded and accessible properly before submitting the application. If the file size and format are not as prescribed, an error message will be displayed</li> <li>Once uploaded/ submitted, the Documents uploaded cannot be edited/ changed.</li> <li>After uploading the photograph/ signature in the online application form candidates should check that the images are clear and have been uploaded correctly. In case the photograph or signature is not prominently visible, the candidate may edit his/ her application and re-upload his/ her photograph or signature, prior to submitting the form. If the face in the photograph or signature is unclear the candidate's application may be rejected.</li> </ol>
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**G. Call Letter For Interview:**  
Intimation/ call letter for interview will be sent by email or will be uploaded on Bank's website. NO HARD COPY WILL BE SENT.

**H. Selection Process:**

The selection will be based on shortlisting and interview for all post. Besides, there will be a Demo Session on a given topic after interview for the post of Faculty SBIL, Kolkata (Executive Education) / SBICB, Hyderabad (Mkt.) & SBICRM, Gurugram, Haryana (Credit/ Risk Management/ International Banking).

Interview: Mere fulfilling minimum qualification and experience will not vest any right in candidate for being called for interview. The Shortlisting Committee constituted by the Bank will decide the shortlisting parameters and thereafter, adequate number of candidates, as decided by the Bank will be shortlisted and called for interview. The decision of the bank to call the candidates for the interview shall be final. No correspondence will be entertained in this regard.

Merit List: Merit list for selection will be prepared in descending order on the basis of scores obtained in interview only. In case more than one candidate score the cut-off marks (common marks at cut-off point), such candidates will be ranked according to their age in descending order, in the merit.

**I. General Information:**

- Before applying for a post, the applicant should ensure that he/ she fulfils the eligibility and other norms mentioned above for that post as on the specified date and that the particulars furnished by him/ her are correct in all respects.
- IN CASE IT IS DETECTED AT ANY STAGE OF RECRUITMENT THAT AN APPLICANT DOES NOT FULFIL THE ELIGIBILITY NORMS AND/ OR THAT HE/ SHE HAS FURNISHED ANY INCORRECT/ FALSE INFORMATION OR HAS SUPPRESSED ANY MATERIAL FACT(S), HIS/ HER CANDIDATURE WILL STAND CANCELLED. IF ANY OF THESE SHORTCOMINGS IS/ ARE DETECTED EVEN AFTER APPOINTMENT, HIS/ HER SERVICES ARE LIABLE TO BE TERMINATED.
- The applicant should ensure that the application is strictly in accordance with the prescribed format and is properly and completely filled.
- Appointment of selected candidate is subject to his/ her being declared medically fit as per the requirement of the Bank. Such appointment will also be subject to the service and conduct rules of the Bank for such post in the Bank, in force at the time of joining the Bank.
- Candidates are advised to keep their e-mail ID alive for receiving communication viz. call letters/ Interview date advices etc.
- The Bank takes no responsibility for any delay in receipt or loss of any communication.
- Candidates belonging to reserved category including, for whom no reservation has been mentioned, are free to apply for vacancies announced for unreserved category and they must fulfil all the eligibility conditions applicable to unreserved category.
- Candidates serving in Govt./ Quasi Govt. offices, Public Sector undertakings including Nationalised Banks and Financial Institutions are advised to submit 'No Objection Certificate' from their employer at the time of interview, failing which their candidature may not be considered and travelling expenses, if any, otherwise admissible, will not be paid.
- In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the appointment.
- Candidates are advised in their own interest to apply online well before the closing date and not to wait till the last date to avoid the possibility of disconnection / inability/ failure to log on to the website on account of heavy load on internet or website jam. SBI does not assume any responsibility for the candidates not being able to submit their applications within the last date on account of aforesaid reasons or for any other reason beyond the control of SBI.
- DECISIONS OF BANK IN ALL MATTERS REGARDING ELIGIBILITY, CONDUCT OF INTERVIEW, OTHER TESTS AND SELECTION WOULD BE FINAL AND BINDING ON ALL CANDIDATES. NO REPRESENTATION OR CORRESPONDENCE WILL BE ENTERTAINED BY THE BANK IN THIS REGARD.
- The applicant shall be liable for civil/ criminal consequences in case the information submitted in his/ her application are found to be false at a later stage.
- Where interview without any written test is the mode of recruitment, merely satisfying the eligibility norms does not entitle a candidate to be called for interview. Bank reserves the right to call only the requisite number of candidates for the interview after preliminary screening/ short-listing with reference to candidate's qualification, suitability, experience etc.
- In case of multiple application for single post, only the last valid (completed) application will be retained and the application fee/ intimation charge paid for other registration will stand forfeited. Multiple appearance by a candidate for a single post in interview will be summarily rejected/candidature cancelled.
- Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and/or an application in response thereto can be instituted only in Mumbai and courts/tribunals/forums at Mumbai only shall have sole and exclusive jurisdiction to try any cause/dispute.
- Outstation candidates, called for interview after shortlisting for the post of Vice president, Asstt. Vice President, Faculty at SBIL Kolkata/SBICB Hyderabad/ SBICRM Gurugram & Marketing Executive at SBIL Kolkata will be reimbursed the cost of travel by Air (economy class) for the shortest route in India or actual expenses incurred (whichever is lower) and for the remaining posts, the cost of travel by Mail/ Express train (AC-III tier) for the shortest route in India or actual expenses incurred (whichever is lower) will be reimbursed. Local transportation expenses will not be reimbursed. A candidate, if found ineligible for the post will not be permitted to appear in interview and will not be reimbursed any fare.
- BANK HAS RIGHT TO CANCEL THE RECRUITMENT PROCESS ENTIRELY AT ANY STAGE.

For any query, please write to us through link "CONTACT US/ Post Your Query" which is available on Bank's website (URL - <https://bank.sbi/careers> OR <https://www.sbi.co.in/careers>)

**Mumbai,**  
**Date: 22.11.2018**

**The Bank is not responsible for printing errors, if any**

**GENERAL MANAGER**  
**(CRPD)**