



# State Bank of India

Central Recruitment & Promotion Department,  
Corporate Centre, Mumbai

(Phone: 022-2282 0427; Fax: 022-2282 0411; E-mail: crpd@sbi.co.in)

## RECRUITMENT OF OFFICERS IN SPECIALIZED POSITIONS FOR WEALTH MANAGEMENT IN STATE BANK OF INDIA

ADVERTISEMENT NO. CRPD/SCO-WM/2016-17/21

1. Online Registration of Application starts from: **24.03.2017**
2. Last date for Online Registration of Application & Payment of Fees: **10.04.2017**
3. Last date for receipt of the print out of Online application along with enclosures at SBI, CRPD, Corporate Centre, Mumbai: **13.04.2017**

State Bank of India invites Online applications from Indian citizens for appointment in following Positions in Specialist Cadre for wealth management in State Bank of India on contract basis. Candidates are requested to apply Online through link given in “careers” section of Bank’s website [www.statebankofindia.com](http://www.statebankofindia.com) or [www.sbi.co.in](http://www.sbi.co.in)

### PLEASE NOTE THAT

1. A candidate can apply for more than one post separately under this project, subject to fulfilling eligibility criteria.
2. The process of Registration of application is completed only when fee is deposited with the Bank through Online mode on or before the last date for fee payment.
3. Before applying, candidates are requested to ensure that they fulfil the eligibility criteria for the post as on the date of eligibility. Shortlisting & interview will be purely provisional without verification of documents. Candidature will be subject to verification of details/documents when the candidate reports for interview if called.
4. Candidates are advised to check Bank’s website [www.sbi.co.in/careers](http://www.sbi.co.in/careers) regularly for details and updates (Including list of shortlisted/qualified candidates). Call letter/advices, where required will be sent by email only (No hard copy will be sent).

### VACANCIES AND OTHER DETAILS IN RESPECT OF VARIOUS POSTS AS DETAILED BELOW:

Sr. No.	Position (Contractual Engagement)	Category-wise vacancies									AGE (Years) as on 1.03.2017		Minimum Educational Qualifications as on 01.03.2017	Experience as on 01.03.2017
		Gen	OBC	SC	ST	Total	OH	VI	HI	Min	Max			
1	Sales Head	1				1					40	52	MBA/PGDM from reputed Colleges.	<ul style="list-style-type: none"> <li>• Minimum 15 Years of relevant work experience in financial services, Investment advisory and Private banking</li> <li>• Minimum Eight Years of Experience in Wealth Management</li> <li>• Should have managed large Management Team.</li> <li>• Excellent Knowledge of Equity Products, PMS, Mutual Funds and Advisory</li> <li>• Should have Exposure to CRM</li> <li>• Proven track record of High Performance and Leadership</li> <li>• Should have relevant work experience at a national level with large Wealth Management organisations</li> <li>• Should have managed a large team of relationship managers &amp; Team Leads at a national level</li> </ul>
2	Products, Investments & Research Head	1				1					40	52	Graduation / Post Graduation from the reputed Colleges. Knowledge and Experience in Market Analytics and Passion for Research in Economics trend and Products.	<ul style="list-style-type: none"> <li>• Minimum 15 Years of relevant work experience in financial services, Financial Product Development, Investment Advisory and Private Banking</li> <li>• Minimum Eight Years of Experience in Wealth Management</li> <li>• Excellent Knowledge of Equity Products, PMS, Mutual Funds and Advisory</li> <li>• Experience in Product Development and Structuring for Private Wealth Clients</li> <li>• Experience in managing investment counsellors/ advisors at a national level with leading banks/ financial institutions</li> </ul>

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		Gen	OBC	SC	ST	Total	OH	VI	HI	Min	Max			
3	Operations Head	1				1					35	45	MBA/PGDM from reputed College.	Minimum 15 Years of Experience in financial services, investment advisory and private banking out of which minimum 8 years of experience in setting up and Managing Mid Office, Back Office and Branch Operations of Wealth Management set up. Exposure on CRM platform for Wealth Management is preferred.  Experience in handling trade and data for transactions across asset classes like equity, bonds, mutual funds and alternates.  Should have managed a large operations team in Wealth Management business.
4	Manager (Business Development)	1				1					30	40	MBA/PGDM from reputed College/ University.	Minimum 5 years of experience in Bank/Wealth Management firms/broking firms. Experience in business development in wealth management area.
5	Manager (Business Process)	1				1					30	40	MBA/PGDM from reputed College/ University.	Minimum 5 years of experience in Bank / Wealth Management firms / broking firms / Wealth management solution firms. Experience in business process management in wealth management area.
6	Central Research Team	3	1			4					30	40	MBA/PGDM from reputed College/ University.	Minimum 5 Years of Experience in Fixed Income Research / MF Research / Equity and Derivative Research / Portfolio Analytics In Wealth Management Firm / Bank / AMC.
7	Acquisition Relationship Managers	12	5	3	1	21					22	35	Graduate from Government recognized University or Institution.	Minimum 2 years of experience in acquisition of High Net Worth clients (Clients having a minimum Total Relationship Value (TRV) of INR.20.00 lakh or more) in Wealth Management business with leading Public /Private / Foreign Banks / Broking / Securities firms and other financial institutions.
8	Relationship Managers	61	32	18	9	120	2	1	1		23	35	Graduate from Government recognized University or Institution.	Minimum 3 years of experience as a Relationship Manager in Wealth Management with leading Public /Private / Foreign Banks/Broking/Security firms. The candidate should have adequate experience in building and managing relationship with High Net Worth Clients (Clients having a minimum Total Relationship Value (TRV) of Rs.20.00 lakh).
9	Relationship Manager (Team Lead)	8	4	2	1	15					25	40	Graduate from Government recognized University or Institution.	Minimum 4 years of experience as a Relationship Manager in Wealth Management Experience as a Team Lead is preferred.
10	Investment Counsellors	15	6	3	1	25	1				23	35	Graduate/Post Graduate with AMFI/ NISM (Module V) certified from Government recognized University or Institutions. Candidates with CFP/ CFA/SEBI IA Certifications will be preferred.	Minimum 3 years of experience as an Investment advisor / counselor / part of Product Team in Wealth Management organization.  Following skills are preferred: <ul style="list-style-type: none"> <li>● Good knowledge on investments and markets across asset classes</li> <li>● Experience in managing and advising client portfolios</li> <li>● Good knowledge on asset allocation and re-balancing techniques</li> <li>● Superior presentation skills &amp; other core competencies like leadership and team work</li> </ul> Experience in products of fixed income, equity & alternate markets.
11	Customer Relationship Executives	35	17	9	4	65	1		1		20	35	Graduate from Government recognized University or Institution	<ul style="list-style-type: none"> <li>● Experience in documentation requirements of financial products and good communications skills would be desirable</li> </ul>

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Above are positions on contract basis, with provisions for termination from either side by giving 3 months' notice. The selected candidates will be required to sign an employment contract.

Depending upon the Bank's requirement the above vacancies may be available at one or more of the following centers:

**Ahmedabad, Bengaluru, Bhopal, Chennai, Delhi NCR, Hyderabad, Kochi, Mumbai, Pune, Thiruvananthapuram, Kolkata, Chandigarh and Indore**

**Category:** GEN-General, SC-Scheduled Caste, ST-Scheduled Tribe, OBC-Other Backward Classes, PWD-Persons with Disability, OH-Orthopedically Handicapped, HI- Hearing Impaired, VI-Visually Impaired

**Please note that change of category will not be permitted at any stage after registration of online application.**

**NOTE:**

1. Candidates 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 (OH/VI/HI), as applicable.
2. Caste certificate issued by Competent Authority on format prescribed by the Government of India will have to be submitted by the SC/ST candidates, if called for interview.
3. 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 01.03.2017. OBC certificate containing the 'Non-creamy layer' clause, issued during the period 01.04.2016 to the date of interview, should be submitted by such candidates, if called for interview.
4. The number of vacancies including reserved vacancies mentioned above are provisional and may vary according to the actual requirement of the Bank.
5. Maximum age indicated is for General category candidates. Relaxation in upper age limit will be available as detailed under:

**Relaxation in upper age (for reserved vacancies): For:- SC/ST-5 Years; OBC-3 Years; PWD(SC/ST)-15 Years; PWD(OBC)-13 Years; PWD(GEN)-10 Years**

<b>A. JOB PROFILE:</b>		
<b>Position</b>	<b>Job profile in brief</b>	
Sales Head	Defining and Implementing Marketing Strategies for Wealth Management in line with Corporate Vision. To ensure that sales and Service levels fixed for RMs are Met. Designing, Implementing and Monitoring the sales and Services for both e-Wealth RMs and traditional RMs. Conducting Individual and Joint Performance reviews with Circle Functionaries. Performance Measurement of RMs, Coaching and Mentoring the RMs and Acquisition Teams. Achieving Desired Customer satisfaction levels and Ability to retain existing portfolio of the customers and achieve targeted growth.	Any other matter, as may be entrusted by the Bank from time to time
Product & Research Head	Designing the Value Proposition for the Wealth Management Business. Responsible for Management of Research Team, Advisory Team and Investment Team. Ensure High Quality of Research Reports for Customers with Proper Coverage. Ensure Product Benchmarking is conducted at Quarterly Intervals. Launch of Innovative and Superior Wealth Management Products after Competition Scanning and Benchmarking. Liaison with other Departments and Outside Agencies to have Best in class Technology driven Solutions.	
Operations Head	Supervise and ensure smooth operations of Wealth management business of the bank including: Database Management. Ensuring Transaction Feeds are duly received from RTA's/Manufacturer's and Client Reports, accuracy and timeliness of MIS. Daily data upload of all Products. Tracker and Master Maintenance, Folio Reconciliation, Application and Access Control.  Receivable Processing. Tracking Income / Trail Receipts, Reconciling Income and Rate differences, Rates Management and Processing Revenue Credit within defined timelines. Computing Variable Pay as Per Defined Rules. Vendor Management and Internal Department Management of SLAs. Client Management: Client on boarding process including Risk Profile, client mapping, client welcome call. Mid Office: Tracking risk deviation forms and keep track, managing un-mapped customers, managing service requests of Branches and internal customers, green pin related issues and system not working issues.  Track all Transactions and Report Deviation as per SOP, EUIN/NISM Deviations, process of de-boarding ineligible customers  Support to Sales Team: Assist sales team to grow and activate wealth customers, facilitate client deepening initiatives, ensure customer satisfaction. ARN Change Process, FD rollover tracking and reporting, Leads flow Support, MIS Accuracy.  Client Portal Management, Staff Training.	
Manager (Business Development )	Initiate Client Engagement Activities on Ground and Online Initiatives like arrange webinars mail campaigns, learning initiatives. Database Management. Conduct Lead Generation Activities and standardize corporate worksite, venue marketing, tele-calling activities and residential society activity. Drive E-Wealth Usage and LMS usage. Design/ Customize and target Wealth client lifecycle. Device sale kit and ensure usage. Obtain and use of Insights from NPS studies. Deal with vendors for central lead generations (Linked in, Money control, NYKA etc.). Initiate and manage use of market and client insights. Competitors benchmarking. Support and development of digital strategy. Lead management and taking feedback from RM.  Ensure EMS usage. Liaise with marketing team and help build the micro site, landing page for improving efficiency of the leads.	
Manager (Business Process)	Monitor activities essential to sales force. Drive CRM and Implement. Sales force automation like FD roll over project, inflow outflow management, capacity plan. Manage process implementation through sales team and back office teams. Manage and customize design and deliver wealth proposition to chosen segments. Sales and customer education programmes. Helping annual planning and budgeting. Managing P&L, MIS. Support business head in prioritizing growth. Establish business review process and parameters. Track industry trends, structure, market players and other competitors. Liaise with internal bank teams for better TATs and proposition of Exclusif. Design business processes and policies encompassing entire client life cycle. Working with HR to provide assistance and clarify the application of compensation policies. Support sales head in developing and launching initiatives to analyse the existing activity as well as new market activities.	
Central Research Team	<b>Fixed Income Analyst:</b> Understanding Current Fixed Income Market and Create Outlook on Fixed Income market. Create Daily Update on Happenings on Fixed Income market. Create Recommended/Approved List of Fixed income Securities. Liaison with Market data Aggregators and Research Report Providers. <b>MF Analyst:</b> Create Approved List of MFs based on set Parameters. Create Recommended list of MF based on define framework Including Performance Parameters and House View. Liaison with Market data Aggregators and Research Providers. Liaison with other Departments and Agencies to have Technology given Solutions to provide advisory. <b>Equity and Derivative Analyst:</b> Understand the Broader Equity Market and Sectorial Trends. Create Looking View on Equity Market and Specific Sectors. Create daily Market Update on happenings on Equity Market. Liaison with Market data Aggregators and Research Providers. Liaison with other Departments and Agencies to have Technology given Solutions to provide advisory. <b>Portfolio Analyst:</b> Creation of Assets Allocation and Model Portfolios for Risk Profiles. Performance Monitoring of Portfolios held by the Various Customers. Liaison with other Departments and outside Agencies to have best in class Technology driven Solutions to provide advisory. Liaison with Market data Aggregators and Research Providers.	

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Acquisition Relationship Managers	a. Acquiring New Affluent wealth eligible clients to the Bank for the Wealth Management Business b. On-board Bank's existing affluent wealth eligible clients for the Wealth Management Business c. Present the various benefits and services of the Bank's Wealth Management Initiative to clients and prospects.	
Relationship Managers	Acquiring, nurturing growing and strengthening relationship within the Affluent and HNI segment of customers in order to meet business objectives. Cross Selling a range of Investment and Insurance products to these customers in order to meet their financial planning objectives and thus attaining the revenue objectives of the Wealth Management business. Focusing on increasing the Total Relationship Value (TRV) and Assets Under Management (AUM) of customers as per the business objectives.	
Relationship Manager (Team Lead)	Managing a team of Relationship Managers for the Wealth Management Business and ensuring the team achieves targets. Acquiring, nurturing growing and strengthening relationship within the Affluent and HNI segment of customers in order to meet business objectives. Cross Selling a range of Investment and Insurance products to these customers in order to meet their financial planning objectives and thus attaining the revenue objectives of the Wealth Management business. Focusing on increasing the Total Relationship Value (TRV) and Assets Under Management (AUM) of customers as per the business objectives.	
Investment Counsellors	Providing investment options to clients on range of financial services products. Assisting the Relationship Manager in providing investment products information. Work closely with RMs for client investments. Conduct Risk Profiling and periodic reviews for customers of the Bank.	
Customer Relationship Executives	CREs are responsible for providing on ground support to Relationship Managers in collecting / delivering documents etc. from / to the customers, sending it to the relevant department, for service requests where documentation or in person meeting with the customer is required.	

**B. REMUNERATION: Remuneration offered will be on CTC basis and is negotiable based on candidate's qualifications, experience and overall suitability for the respective posts.**

**C. SELECTION PROCEDURE:**

Selection will be based on short listing and one or more rounds of Personal Interview.

**Interview:** Adequate number of candidates as decided by the Bank will be shortlisted based on their qualification, experience and overall suitability for Interview. The qualifying marks in Interviews will be as decided by the Bank.

**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 mark at cut off point], such candidates will be ranked according to their age in descending order, both in the select list as well as in the wait list.

**D. HOW TO APPLY:** Candidates should have valid email ID which should be kept active till the declaration of results. It will help him/her in getting call letter/ interview advices etc. by email.

**a) GUIDELINES FOR FILLING ONLINE APPLICATION:**

- i) Candidates will be required to register themselves online through Bank's website [www.statebankofindia.com](http://www.statebankofindia.com) or [www.sbi.co.in](http://www.sbi.co.in) and pay the application fee using debit card / credit card / Internet Banking etc.
- ii) 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.
- iii) Candidates should visit Bank's website [www.statebankofindia.com](http://www.statebankofindia.com) or [www.sbi.co.in](http://www.sbi.co.in) and open the appropriate Online Application Format, available in the 'Recruitment link'.
- iv) Candidates should fill the application carefully. Once the application is filled in completely, candidate should submit the data. In the event of candidate not able to fill the data in one go, he can save the data already entered. When the data is saved, a provisional registration number and password will be generated by the system and displayed on the screen. Candidate should note down the registration number and password. They can re-open the saved data using registration number and password and edit the particulars, if needed. This facility will be available for three times only. Once the application is filled in completely, candidate should submit the data and proceed for online fee payment.

**b) PAYMENT OF FEES:**

- i) Application fees and Intimation Charges (Non-refundable) Rs.600/-for General and OBC candidates; Rs.100/- (Intimation charges only) for SC/ST/PWD candidates.
- ii) Fee payment will have to be made online through payment gateway available thereat.
- iii) After ensuring the correctness of the particulars of the application form candidates are required to pay fees through the payment gateway integrated with the application. No change/edit will be allowed thereafter.
- iv) 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.
- v) On successful completion of the transaction, e-receipt and application form with the date entered by the candidate will be generated, which should be printed and retained by the candidate.
- vi) If the online transaction is not successfully completed, please register again and make payment online.
- vii) There is also a provision to reprint the e-Receipt and Application form containing fee details, at later stage.

**c) Copies of the application (registered online) along with photocopies of (i) ID proof (ii) Proof of Date of Birth (iii) Educational Certificates:**

**Mark-Sheets/Degree Certificate (iv) Experience certificates (v) Brief resume (vi) e-Receipt for fee payment (vii) SC/ST certificate, OBC (With Non creamy layer clause) certificate, PWD certificate as applicable should be sent to "State Bank of India, Central Recruitment & Promotion Department, Corporate Centre, 3rd Floor, Atlanta Building, Nariman Point, Mumbai - 400 021" by post so as to reach us on or before 13.04.2017.**

**The envelope should be superscribed with the name of Post applied for. In case of non-receipt of photo copies of online application with required documents by the aforesaid date, their candidature will not be considered for short listing and interview.**

**E) GENERAL INFORMATION:**

- i) Candidates should satisfy themselves about their eligibility for the post applied for.
- ii) 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.
- iii) In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the appointment.
- iv) Candidates are advised in their own interest to apply online much 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.
- v) 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.
- vi) IN CASE IT IS DETECTED AT ANY STAGE OF RECRUITMENT THAT A CANDIDATE 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.
- vii) Candidates are advised to keep their e-mail ID alive for receiving advices, viz. call letters/Interview date advices etc.
- viii) DECISIONS OF BANK IN ALL MATTERS REGARDING ELIGIBILITY, CONDUCT OF INTERVIEWS, 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.
- ix) Outstation candidates, called for interview will be paid AC III Railway fare (Mail/Express) by the shortest route in India or actual expenses, (if travelled by other modes), whichever is less. Local travelling expenses will not be paid.
- x) 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.
- xi) 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.

**Mumbai - 400021  
Dated: 24.03.2017**

**General Manager**