



NATIONAL INSTITUTE OF BANK MANAGEMENT, PUNE

Invites Applications for

Head Marketing

NIBM is the apex Institution for research, training and consultancy in banking and finance located at Kondhwe Khurd, Pune. The Institute provides advanced training in Banking and Finance to Officers/Executives of Banks and conducts Research in Banking and Finance. NIBM also conducts a Two Year Post-Graduate Diploma in Management (Banking and Financial Services) which is recognized by the AICTE. The Institute offers Online Certification courses in few specialised areas for working professionals in Banks/ Financial Institutions etc.

NIBM invites applications from suitable candidates for the position of Head Marketing.

- Job Title** : Head Marketing
- Age** : Applicants should be not more than 62 years of age at the time of application
- Tenure** : Appointments will be offered on contract basis for two years, extendable subject to satisfactory review.
- Remuneration** : The remuneration will be as per Institute's norms. However, for candidates selected on deputation, the remuneration will be as per the norms applicable in their parent organization. Applicants who are desirous of working on deputation basis must apply through proper channel only.
Higher pay may be considered for exceptionally qualified and experienced candidate.

Educational Qualifications and Experience:

Applicants are expected to have a very sound academic record with Master's degree or equivalent in relevant area from a recognized University/Institute. Also applicants must have relevant specializations or industry experience at senior managerial/executive level in the area/position for which they apply.

Applicants who have superannuated or working not below the rank of the DGM/GM or equivalent in Banks/Financial Institutions only need to apply. Preference will be given to those applicants who have served in the areas like HR & Administration, Corporate Relations, Learning and Development, Marketing or Business Development in a Bank/Financial Institution.

Key Responsibilities:

The candidate is expected to oversee and develop the marketing strategies for the Institute's Training Programmes, Online Certification courses, PGDM and Consultancy Projects, take up work pertaining to AICTE approvals, various affiliations and recognitions as required and make contributions to enhance the revenue generating activities of the Institute. He/She will be responsible for studying the market trends to identify and define the needs of the banking industry, devise and present ideas and strategies to the Management, conduct promotional activities to increase visibility of the Institute and work with the press, social media, digital modes and other appropriate forums, organize events and exhibitions, formalize initiatives to develop customer relationship management (CRM) system.

Other Terms & Conditions:

- The eligibility qualifications, experience and age will be reckoned as on the last date prescribed for receipt of applications. Relaxations and concessions in eligibility, if any, will be at the sole discretion of NIBM.
- The appointment will be made on the recommendation of a duly constituted Selection Committee. The applications received in response to the advertisement will be scrutinized and the shortlisted candidates only will be called for interview
- Merely fulfilling the requirements given in the advertisement will not automatically entitle any candidate to be called for interview.

Selection Process

Shortlisted candidates would have to appear for interviews at National Institute of Bank Management, Pune. They will be reimbursed AC-2 tier to and fro train fares (via the shortest route) with boarding and lodging in the hostel complex of NIBM. Only candidates shortlisted by the screening committee will be intimated.

Interested candidates may send their application, with full particulars to:

**The Director,
National Institute of Bank Management,
Kondhwe Khurd,
Pune-411048.**

Soft copy of the Applications are to be sent on the email-id app.hmkt@nibmindia.org

The last date for receipt of applications is April 4, 2018.