

**NOTIFICATION FOR ENGAGEMENT AS VICE PRESIDENT (MARKETING)
ON CONTRACTUAL BASIS**

1. UNION BANK OF INDIA, a leading Public Sector Bank, with Pan India Branch Network with Head Office in Mumbai, invites Applications for the post of Vice President (Marketing) on Contractual Basis.

2. **Schedule of events:**

Opening date for Applications : 02.02.2017

Last Date for Applications : 14.02.2017

(Non-Refundable Application Fee of Rs. 600.00 payable directly in the account of the Bank)

3. **Eligibility Criteria / Job Profile:**

1	POST	: Vice President (Marketing)
2	NO. OF POSTS	: ONE (1)
3	AGE As on 01.02.2017	: Minimum - 35 years & Maximum - 50 years
4	EDUCATIONAL QUALIFICATION As on 14.02.2017	: MBA from a recognized University or a reputed institute recognized by Government authorities; Preference will be given to- <ul style="list-style-type: none"> • MBA (Marketing) with Finance as one of the subjects / • MBA (Finance) with Marketing as one of the subjects / • MBA (Dual specialization in Finance & Marketing) / • Masters degree in Management (MMS) with specialization in Marketing / or • 2 years full time Post Graduate Diploma in Management with Marketing as one of the subjects from a recognized University / Institute.
5	WORK EXPERIENCE As on 14.02.2017	: A. Essential: <ul style="list-style-type: none"> i. Minimum Twelve (12) years post qualification experience in Marketing in Banks / Financial Institutions / NBFC / Insurance Companies / Multinational Companies of repute. B. Desirable: <ul style="list-style-type: none"> i. Have in-depth understanding of traditional and innovative marketing strategies and a proven track record of creating campaigns and initiatives that will drive and increase revenue while ensuring profitability. ii. The candidate should have adequate knowledge of Analytics, Data usage and Brand strategy.

6	ROLES & RESPONSIBILITES	<p>: The Vice President (Marketing) shall report to the General Manager - Retail Banking & Marketing Department (RBMD) and will be responsible for the following:</p> <p>Increasing our market share in India's expanding banking and financial services industry by following a disciplined growth strategy focusing on quality and not on quantity and delivering high quality customer service.</p> <p>A. Product Development</p> <ul style="list-style-type: none"> i. Developing innovative products and services that attract our targeted customers and address inefficiencies in the Indian financial sector. Continue to develop products and services that reduce our cost of funds. Focus on high earnings growth with low volatility. ii. Analyzing competitor products and strategies along with latest market trends & recommending product & policy changes. iii. Generation of business through cross sell of inter-vertical & group products. iv. Ensuring compliance of Regulations issued by various Regulatory Authorities (IRDA/SEBI/RBI) in respect of product design and product distribution. v. Monitoring of external agencies including developing liaison with Third Party Channel partners and Tie-up with new agencies. <p>B. Manpower Planning & Team Building:</p> <ul style="list-style-type: none"> i. Lead the team of Zonal PMOs / PMOs and Marketing officers of the Bank. ii. Job allocation and manpower planning to achieve best outcome. iii. Training and induction to manpower to get focused approach towards business. iv. Grooming of manpower for higher responsibility. v. Coaching & mentoring employees and providing timely feedback on performance. vi. Performance of individual and team to be analyzed to form a good and healthy team structure for maximum productivity. vii. Team building exercise to be conducted on frequent basis along with giving Regular guidance & support to the team. viii. To follow 3M philosophy i.e. Mentoring, Motivating & Monitoring ix. To define and arrange training modules for the
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		<p>Marketing teams to increase productivity & reduce attrition.</p> <p>x. Designing reward and recognition program for the Marketing team and other staff for their contribution in a given campaign.</p> <p>C. Visibility Branding & Marketing:</p> <p>i. 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.</p> <p>ii. Planning neighborhood micro marketing & promotional activities to enhance brand building & increase visibility.</p> <p>iii. To work on visibility of the program and product.</p> <p>iv. To be in touch with the marketing team and develop innovative ideas to increase business opportunities.</p> <p>v. To check and provide sufficient materials as per requirement to the dealers for business enhancement.</p> <p>D. Responsible for maintaining a Profitable Portfolio</p> <p>i. Ownership for generating Non-Interest Income from Marketing activities of Third-party products and other Alternate channel products.</p>
7	Skills & Requirements	<p>a. 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>b. 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>c. 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>
8	MISCELLANEOUS	<p>: The appointment will be subject to satisfactory completion of all Pre-Employment formalities including Medical Examination, Reference Checks, Police Verification and verification of testimonials etc., as prescribed by the Bank.</p>

4. Terms and Conditions of Contract - Vice President (Marketing)

1	Tenure of Contract	: a. Tenure of Contract shall be of 2 Years, subject to annual review. To be extended by one year at the discretion of the Bank, subject to a maximum tenure of 3 years. b. The contract period will commence from the date he/she assumes the position in the Bank. c. During the period of contract with the Bank, the contractee will not take up any assignment with any other organization. d. Contractee will not have any administrative, financial or disciplinary powers.
2	Location	: At the Bank's Central Office in Mumbai.
3	Reporting Officer	: Reporting to and functioning under General Manager (RBMD) at Central Office.
4	Infrastructural facilities	: Provision of PC, Laptop/Tablet, Email-Id, Letter-Head and Visiting Cards, as applicable to an Officer in TEGS-VI in the Bank to be used for official purposes only and not for any personal purposes.
5	Remuneration	: a. Lumpsum remuneration restricted to a maximum of Rs.1,75,000/- (Rupees One Lac Seventy Five Thousand only) p.m., depending upon last salary package drawn including perquisites, etc., with an annual increment of 10% of the monthly remuneration amount, payable on proportionate basis. b. Will be entitled for Annual Performance Incentive not exceeding 20% of the total annual remuneration but excluding perquisites, leave encashment and reimbursements, for every 12 months of contractual tenure, subject to satisfactory review. c. Not entitled for any other allowances / terminal benefits / reimbursements whatsoever. d. The annual increment and the Performance Incentive will be released based on a satisfactory review of the predetermined matrixes linked to achievement of the Key Responsibility Areas at intervals of twelve months of contractual tenure. e. However, the terminal remuneration, performance incentive as also leave encashment shall be payable only after satisfactory completion of all the terms & conditions of the contract and achievement of pre-determined matrixes, as the case may be, after the end of contractual tenure. f. Pre-determined matrixes for the purpose of earning annual performance incentives and increments, shall be as under:

S. No.	Matrixes	Incentive/ Increment
I	a) Achievement of 95% & above of Retail Lending Product-wise targets & b) 75% & above of Product-wise Income targets from 3 rd Party products & c) Annual Appraisal scores above 95%	20% Incentive & 10% Increment
II	a) Achievement of 90% & above of total Retail Lending targets & b) 75% & above of total Income targets from 3 rd Party products & c) Annual Appraisal scores above 90%	15% Incentive & 10% Increment
III	a) Achievement of 85% & above of total Retail Lending targets & b) 75% & above of total Income targets from 3 rd Party products & c) Annual Appraisal scores above 85%	10% Incentive & 10% Increment
IV	a) Achievement of 80% & above of total Retail Lending targets & b) 75% & above of total Income targets from 3 rd Party products & c) Annual Appraisal scores above 80%	5% Incentive & 10% Increment
V	a) Achievement of 75% & above of total Retail Lending targets & b) 75% & above of total Income targets from 3 rd Party products & c) Annual Appraisal scores above 75%	No Incentive but 10% Increment
VI	a) Below 75% of total Retail Lending targets or b) Below 75% of total Income targets from 3 rd Party products or c) Annual Appraisal scores below 75%	No Incentive and No Increment

Note: Targets and its Achievement shall be on Year-On-year basis as per the Bank's quarterly budgets and financial results for the Retail Lending & 3rd Party business.

- g. The Executive Director in-charge of HR department shall be the Competent Authority for the purpose of fixation of initial Lumpsum Remuneration.
- h. The Executive Director in-charge of Retail Banking & Marketing department shall be the Competent Authority for the purposes of determining the business targets to be achieved by the contractee, for review of the annual performance appraisal of the contractee as also for release of the annual increments and performance incentive based on the recommendation of the General Manager of Retail Banking & Marketing department.
- i. All payments / reimbursements shall be subject to deduction of Taxes at source, if any, and paid by way of credit into the Bank account of the contractee.
- j. The Retail Banking & Marketing Department, C.O. shall be responsible for administration of the obligations arising under the contract, except for the Travel expenses/ allowances and perquisites, which shall be dealt with by HR Department, C.O.

6	Perquisites	: Reimbursement for Leased Accommodation having a maximum carpet area of 2000 Sq. Feet, subject to a ceiling of Rs. 30,000/- p.m., and one time reimbursement for purchasing brand new furniture and fixtures, subject to a ceiling of Rs.1,75,000/-, as per rules and rates applicable to an Officer in TEGS-VI in the Bank.																				
7	Reimbursements	<p>: a. Restricted to Travel expenses & allowances (TE/TA) for official tours undertaken in India, as per Bank's rules.</p> <p>b. Tour Programme alongwith the purpose of tour and travel details, should be got approved from the General Manager (RBMD), in advance.</p> <p>c. Entitled to travel by Train (AC 1st First Class) or by Air (Economy class). Alternatively, entitled to travel by Taxi or by own vehicle, with prior written permission from the General Manager (RBMD).</p> <p>d. In case of travel by own vehicle, reimbursement will be @ Rs.9/- per k.m., while for other mode of travel the same will be at actuals.</p> <p>e. Entitled for Lodging Charges & Daily Halting Allowance, while on Travel to outstation tours, as per rates given below:</p> <table border="1" data-bbox="587 974 1501 1276"> <thead> <tr> <th data-bbox="587 974 699 1122">Sr. No.</th> <th data-bbox="699 974 1078 1122">Classification of Area</th> <th data-bbox="1078 974 1262 1122">Daily Lodging Charges (Rs.)</th> <th data-bbox="1262 974 1501 1122">Daily Halting Allowance (Rs.)</th> </tr> </thead> <tbody> <tr> <td data-bbox="587 1122 699 1160">i</td> <td data-bbox="699 1122 1078 1160">Metro Cities</td> <td data-bbox="1078 1122 1262 1160">6800</td> <td data-bbox="1262 1122 1501 1160">1800</td> </tr> <tr> <td data-bbox="587 1160 699 1198">ii</td> <td data-bbox="699 1160 1078 1198">Major 'A' Class cities</td> <td data-bbox="1078 1160 1262 1198">6800</td> <td data-bbox="1262 1160 1501 1198">1300</td> </tr> <tr> <td data-bbox="587 1198 699 1236">iii</td> <td data-bbox="699 1198 1078 1236">Places under Area-I</td> <td data-bbox="1078 1198 1262 1236">3400</td> <td data-bbox="1262 1198 1501 1236">1100</td> </tr> <tr> <td data-bbox="587 1236 699 1276">iv</td> <td data-bbox="699 1236 1078 1276">Other Places</td> <td data-bbox="1078 1236 1262 1276">3000</td> <td data-bbox="1262 1236 1501 1276">950</td> </tr> </tbody> </table> <p>Note: Actual Luxury Tax & Service Tax will also be reimbursable but Service Charges will not be reimbursable.</p> <p>f. The final bill containing the full details of the tour alongwith all the supporting documents, tickets, boarding pass, cash memos, receipts, invoices, etc., in originals, will have to be submitted manually within 7 working days after completion of the tour to the General Manager(RBMD) who in turn will recommend the same for sanction by the General Manager(HR).</p> <p>g. The geographical limits of Municipal Corporation of Greater Mumbai, Districts of Thane and Raigad will be considered as local areas. All other places will be reckoned as Outstation.</p> <p>h. One day shall comprise of a period of above 8 hours upto 24 hours.</p>	Sr. No.	Classification of Area	Daily Lodging Charges (Rs.)	Daily Halting Allowance (Rs.)	i	Metro Cities	6800	1800	ii	Major 'A' Class cities	6800	1300	iii	Places under Area-I	3400	1100	iv	Other Places	3000	950
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8	Leave & Leave Encashment	: a. Entitled to avail leave of 24 days per annum @ 2 days per month on proportionate basis, subject to approval from General Manager (RBMD). b. Intervening Public & Weekly Holidays shall not be included for computation of total leave. c. Not entitled for any other kind of leave including medical, sick, privilege, etc. d. Balance of leave at the end of the year is allowed to be carried over to next year. e. The accumulated leave, if any, will not be encashable, except as provided in clause no. f below. f. In case of non-availment of leave on account of its decline by the concerned authority during the contractual tenure including the extended tenure, if any, such non-availed accumulated leave can be encashed after the cessation of the contract including extensions, if any, @ of proportionate daily remuneration payable during the terminal month of the contract. g. Leave application containing all the relevant details should be submitted manually to the General Manager (RBMD) for sanction. h. Prior written sanction should be obtained from the General Manager (RBMD) before commencement of leave. i. Unauthorized leave during any month of the contractual tenure, if any, shall have the effect of proportionate reduction in the remuneration payable for the said month.
9	Non-Permissibles	: Not entitled for availing any type of Staff Loans & Advances, Medical Aid / Facilities, Terminal Benefits, Leave Travel Concession, Leave Encashment except as mentioned above , Mobile Handset & Usage charges, Conveyance, Vehicle, Fuel, Driver's salary, Entertainment, Newspaper / Periodicals & Cleaning expenses, Insurance & Staff Welfare Schemes or any other benefits / reimbursements whatsoever.
10	Surrender	: On the last day of the contract as also in case of premature termination of contract, the Contractee shall surrender all the articles, gadgets, residential quarters, etc. and also furniture & fixtures, that are provided by the Bank during the tenure of the contract.
11	Seniority Clause	: Contractee shall have no claims as to seniority, amongst the Regular employees / Officers of the Bank.
12	Confidentiality and Secrecy Clause	: Contractee is expected to maintain secrecy about the affairs / business transactions of the Bank or of any person/entity having any commercial dealing with the Bank and shall not communicate or allow to be communicated to any person not legally entitled thereto, any information relating to affairs of the Bank. A Fidelity and Secrecy agreement in the Bank's proforma shall have to be executed in this regard.

13	Non-Competition and Non-Solicitation Clause	: Contractee shall not perform the same or substantially the same job roles / responsibilities, on behalf of any competitive business, anywhere, directly or indirectly, during the terms of the contractual engagement. An Agreement to that effect shall have to be executed by the Contractee.
14	Termination of Contract	: The contract can be terminated at 1 month's notice on either side or on payment/surrender of one month's remuneration amount in lieu thereof.

5. How to apply:

- a. Log on to the Bank's website "www.unionbankofindia.co.in" and on the Home Page under the link "Careers -> Recruitment" click the Notification titled "NOTIFICATION FOR ENGAGEMENT AS VICE PRESIDENT (MARKETING) ON CONTRACTUAL BASIS".
- b. There will be two links available on the page. Click on the link "Notification" to download and print the Notification, including the 'RECRUITMENT APPLICATION FEE PAYMENT CHALLAN' on page 11.
- c. Read the notification carefully and if found eligible to apply, click on the link "Application Form" to download the required Application Form.
- d. Fill in the Recruitment Application Fee payment Challan in clear and legible handwriting in BLOCK LETTERS.
- e. Go to the nearest Union Bank of India Branch with the Application Fee Challan and pay in Cash, the appropriate Application Fee.
- f. Obtain the Applicant's Counterfoil Copy of the Application Fee Payment Challan duly receipted by the bank with (a) Branch Name, (b) Branch Sol ID, (c) TRANS ID, and (d) Date of Deposit filled in by the Branch Official.

Alternatively you can also pay the fee directly through NEFT to the credit of following account of the Bank

Name of the account - Union Bank of India - Recruitment Project

Type of Account - Current

Account No. 378901010037011

Bank & Branch - Union Bank of India, Nariman Point (MMO) Branch

IFSC Code - UBIN0537896

Attach proof of payment of fee through NEFT along with UTR No. and Transaction No.

- g. Fill in the required details in the word file of the Application Format and take a print out of duly filled Application Form. Attach your latest Passport size photograph on the application form and sign it at the appropriate places. Applicants need to send following documents by email to recruitment@unionbankofindia.com and ensure that it reaches this office by **14.02.2017**.

- i. Scanned copy of duly filled and signed Application form in PDF format.
- ii. Duly filled Soft copy of the Application as word file.
- iii. Scanned copy of Birth certificate / Matriculation certificate in PDF format.
- iv. Scanned copy of Certificates in support of Educational Qualification.
- v. Scanned copy of Certificates in support of Experience.
- vi. Photocopy of Receipted Application Fee Challan.

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 documents as stated above. They can also enquire the status of their application by contacting Recruitment Division on 022-22896226/6240.

The Applicants are required to keep the original Application Form with them and should not send it to the Bank. They have to keep it ready along with one set of the requisite documents in support of their eligibility and submit the same when called for Personal Interview. Also, ensure to bring along the Original Documents for verification at the time of Personal Interview.

Note: The Bank will not be responsible if the applicant is not able to send the application within the stipulated date on account of any reason whatsoever. As such, applicants are required to send their applications in time.

6. General Instructions:

- a) Decision of the Bank in all matters regarding eligibility of the applicant, the stages at which such scrutiny of eligibility is to be undertaken, documents to be produced, Personal Interview, selection and any other matter relating to engagement will be final and binding on the applicant. While applying for the post, the applicant should ensure that he / she fulfills the eligibility and other criteria mentioned above and that the particulars furnished are correct in all respects. In case it is detected at any stage of engagement that applicant does not fulfill 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 automatically stand cancelled. If any of the above shortcoming(s) is / are detected even after engagement, his / her contractual engagement is liable to be terminated without any notice.
- b) Payment of Application Fees by any other mode except by the above stated mode will not be accepted. Instruments like Demand Draft / Bankers Cheques / Indian Postal Orders received towards payment of Application Fees will not be encashed by the Bank and such instruments if received will not be returned to the applicants.
- c) 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 Personal Interview.



- d) Incomplete applications and / or applications without aforesaid documents will be rejected outright.
- e) An application once made will not be allowed to be withdrawn and the fees once paid will not be refunded on any account nor can it be held in reserve for any other examination or selection. Therefore before applying for the post, the applicant should ensure that he / she fulfils each of the eligibility criteria and other norms, including submission of documents, as mentioned in this notification.
- f) Information regarding Personal Interview will be displayed on the Bank's website. It will also be sent to shortlisted applicants on their email ID.
- g) While every effort will be made to ensure that the Intimation to the eligible applicants, short listed for attending the Personal Interview 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 the Bank's website and their own email ID from time to time.
- h) The Bank reserves the right to alter, modify or change the eligibility criteria and / or any of the other terms and conditions spelt out in this Notification.
- i) In case any dispute arises on account of interpretation in version other than English, the English version will prevail.
- j) Any resultant dispute arising out of this Notification shall be subject to the sole jurisdiction of the Courts situated in Mumbai.

Sd/-

GENERAL MANAGER (HR)

Mumbai

Date: 30.01.2017

BANK'S VOUCHER										APPLICANT'S COUNTERFOIL									
																			
UNION BANK OF INDIA RECRUITMENT PROJECT - 2016-2017 VICE PRESIDENT (MARKETING) ON CONTRACTUAL BASIS										UNION BANK OF INDIA RECRUITMENT PROJECT - 2016-2017 VICE PRESIDENT (MARKETING) ON CONTRACTUAL BASIS									
RECRUITMENT APPLICATION FEES PAYMENT CHALLAN										RECRUITMENT APPLICATION FEES PAYMENT CHALLAN									
Opening date of payment -02.02.2017 Last date of payment - 14.02.2017										Opening date of payment -02.02.2017 Last date of payment - 14.02.2017									
For Branch Office Use										For Branch Office Use									
Branch										Branch									
Branch SOL ID										Branch SOL ID									
Credit To		378901010037011								Credit To		378901010037011							
Payment Date		D	D	M	M	Y	Y	Y	Y	Payment Date		D	D	M	M	Y	Y	Y	Y
Transaction ID										Transaction ID									
To be filled in by the applicant										To be filled in by the applicant									
Application Fee		Rs. 600.00 Rs. Six Hundred only								Application Fee		Rs. 600.00 Rs. Six Hundred only							
Applicant's Full Name in Block Letters Mr. / Mrs. / Ms.										Applicant's Full Name in Block Letters Mr. / Mrs. / Ms.									
Applicant's name on this Payment Challan & on the Application Form should be identical										Applicant's name on this Payment Challan & on the Application Form should be identical									
Branch Stamp		Bank's Authorised Signatory								Branch Stamp		Bank's Authorised Signatory							
Branch to ensure that Branch Name, SOL ID, Payment Date and Transaction ID & Applicant's name are correctly and legibly noted in this challan.																			