

BOB Financial Solutions Limited (BFSL, formerly known as BOBCARDS Ltd.) is a wholly owned subsidiary of Bank of Baroda and a Non-Deposit Accepting Non-Banking Finance Company (NBFC). BFSL was established in the year 1994 to cater to the need of rapidly growing credit card industry in a focused manner. BFSL is one among the pioneers in Indian card market and was the first nonbanking company in India to issue credit cards. The Company's core business is credit card issuance. It also provides support to Bank of Baroda by carrying out its merchant acquiring operations.

Position	Assistant Manager/Senior Officer – Digital Marketing
Role & Responsibilities	<p>Key highlights of the role are listed below (purely indicative and not limiting):</p> <p>As part of the Digital Marketing team, the person would lead the Customer Experience (UI/UX) initiatives across Company's digital assets like website, portal, mobile app and help drive customer engagement and acquisition.</p> <ul style="list-style-type: none"> • Oversee and provide thought leadership in the assessment of existing sites/apps/digital properties and experiences for usefulness, usability, visual design, content, and branding • Thrive where complex business goals, product design and development, interaction design, current and emerging technologies, marketing and brand strategy converge. • Must possess a deep understanding in related creative tracks: design, interactive development, copywriting and content strategy • Ability to take complete ownership of the work and respect timelines; a team player who can easily adapt in a rapidly changing environment • Communicate with product and IT teams, as well as business stakeholders and executive leadership • Collaborate with agencies and other vendor partners.
Job specific skills	<p>Applicants should possess the following attributes:</p> <ul style="list-style-type: none"> • Expert level Proficiency in Photoshop, Visual design, Sketch, In-vision App, or other visual design and wire- framing tools • Good eye for design, highly detail oriented with the ability to create UI designs that effectively communicate product function and brand identity, including the design and production of screen layouts, and Design System. • In-depth understanding of the UX Design process, User Centered Design methodology. • Excellent understanding of user-experience design (responsive) for mobile and the web, technology trends, demonstrable design skills • Excellent communication skills and comfort working in a deadline-driven environment • Plan, Manage & Execute: Campaigns with great focus on product narrative and positioning, product launch, marketing success program, multichannel & partnership, digital advertising, third party partners, and organic website growth. • Basic knowledge of web technologies (HTML5, CSS)
Educational Qualifications	<ul style="list-style-type: none"> • Graduate / Post Graduate/ Professional Qualification.

Minimum Experience	<ul style="list-style-type: none"> Minimum 2+ years of experience preferably in Banking and Financial Services Sector Companies of repute.
Location of posting	<ul style="list-style-type: none"> Mumbai/ Delhi The candidate may be deputed to work with the team(s) within the organization / parent organization / any subsidiary of the parent organization if and as deemed necessary. Candidate is liable to be transferred to any other location in India.
Maximum Age on the last date of application	<ul style="list-style-type: none"> 45 Years as on date of receipt of Application.
Email to be sent to	careers@bobfinancial.com with subject as “Assistant Manager/Senior Officer – Digital Marketing”
Website	www.bobfinancial.com
Other Terms	<ul style="list-style-type: none"> It may please be noted that company is not bound to call all the applicants for interview. Only shortlisted candidates will be called for selection procedure. Canvassing, in any form, will result in disqualification of candidature. In case of any modification in advertisement shall be updated only in Website. The above recruitment may be scrapped at any stage of recruitment process without assigning any reasons. Company may conduct background checks/CIBIL check at any stage of process and also call for current compensation detail/qualification documents/past employment proofs for conclusion of recruitment process.
Last Date for application	30th June 2021