

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 and consumer lending. It also provides support to Bank of Baroda by carrying out its merchant acquiring operations and its debit cards operation for its overseas territories/ subsidiaries and sponsored RRBs. The Company is aiming to expand within Consumer Credit, Commercial Credit, Retail Credit, Capital Market Lending (loan against securities, IPO financing) and other Financial Services.

<b>Position</b>	<b>Manager – Digital Marketing</b>
<b>Role &amp; Responsibilities</b>	<p><b>Key highlights of the role are listed below (purely indicative and not limiting):</b></p> <p>The person would spearhead the digital marketing initiatives for the company and lead business growth from digital channels with a focus on customer engagement, retention and activation.</p> <ul style="list-style-type: none"> <li>• Develop and execute strategic on boarding, educational and engagement campaigns via appropriate marketing channels (on-channel, email, In-App / Push, Social, Programmatic, etc.) targeting segmented customers across all life-cycles to increase credit card spends.</li> <li>• Project manage all levels of achievements, tasks, and dependencies across all relevant departments/functions for launching and sun setting campaigns.</li> <li>• Develop Marketing Automation &amp; drip marketing capabilities for Digital Campaigns on owned media including mobile app.</li> <li>• Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).</li> <li>• Manage engagement communication across digital channels and social platforms through email, notifications, messengers (WhatsApp, FB etc.) SMS and built-in platforms communication capabilities.</li> <li>• Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media etc. along with designing and maintaining our social media presence – FB, Twitter, LinkedIn etc.</li> <li>• Online reputation management by enabling tools and skills to address customer queries/complaints/requests.</li> <li>• Manage display advertising campaigns with/without the help of agency, monitor performance and report performance.</li> <li>• Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.</li> <li>• Collaborate with internal teams to create landing pages and optimize user experience; execute and measure experiments/ conversion tests.</li> <li>• Collaborate with Bank of Baroda marketing and digital teams, agencies and other vendor partner and to form a cohesive and congruent 360-degree marketing strategy involving digital and offline channels.</li> <li>• Brainstorm new and creative growth strategies, evaluate emerging technologies and provide thought leadership and perspective.</li> <li>• Carry out extensive research, competitive analysis of our products &amp; services and insights of mobile Apps, web services &amp; enhancements.</li> </ul>



<b>Job specific skills</b>	<b>Applicants should possess the following attributes:</b> <ul style="list-style-type: none"><li>• Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.</li><li>• Experience in optimizing landing pages and user funnels, A/B testing and multivariate experiments; working knowledge of HTML, CSS etc.</li><li>• Solid knowledge of website analytics tools (e.g., Google Analytics, Omniture, Web Trends), attribution modeling (Online, Omni etc.)</li><li>• Demonstrable experience in managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns.</li><li>• Working knowledge of ad serving tools (e.g., DART, Atlas), feed management (GMC), DMP platforms is an advantage.</li><li>• Experience in setting up and optimizing Google AdWords campaigns, FB DM/BDM, programmatic tools (both auction &amp; reserved) is an added plus.</li><li>• Strong analytical skills and data-driven thinking.</li><li>• Up-to-date with latest trends &amp; best practices in online marketing; working closely with Product &amp; IT Web development teams.</li><li>• Ability to work in disruptive business environment in the context of a rapidly evolving industry.</li></ul>
<b>Educational Qualifications</b>	<ul style="list-style-type: none"><li>• Graduate/Postgraduate.</li></ul>
<b>Minimum Experience</b>	<ul style="list-style-type: none"><li>• 5+ years with relevant experience in Digital Marketing/ advertising, preferably with some start-ups.</li></ul>
<b>CTC offered</b>	<ul style="list-style-type: none"><li>• Compensation will not be a limiting factor for the right candidate and will be discussed on a case by case basis.</li></ul>
<b>Location of posting</b>	<ul style="list-style-type: none"><li>• <b>Mumbai.</b> 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.</li></ul>
<b>Maximum Age on the last date of application</b>	<ul style="list-style-type: none"><li>• 50 Years as on date of receipt of Application.</li></ul>
<b>Email to be sent to</b>	<a href="mailto:careers@bobfinancial.com">careers@bobfinancial.com</a> with subject as " <b>Manager – Digital Marketing</b> "
<b>Website</b>	<a href="http://www.bobfinancial.com">www.bobfinancial.com</a>
<b>Other Terms</b>	<ul style="list-style-type: none"><li>• It may please be noted that company is not bound to call all the applicants for interview. Only shortlisted candidates will be called for interview.</li><li>• In case of any modification in advertisement shall be updated only in Website.</li><li>• The above recruitment may be scrapped at any stage of recruitment process without assigning any reasons.</li></ul>
<b>Last Date for application</b>	<b>24<sup>th</sup> April 2019</b>