

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.

Position	VP / AVP - Digital
Role & Responsibilities	<p>Key highlights of the role are listed below (purely indicative and not limiting):</p> <ul style="list-style-type: none"> • Ownership of the digital channel across all products for customer acquisition, behaviour, engagement and delivery for credit cards and lending products. • Responsible for the digital products across the financial services ecosystem including own channels, marketplaces and third-party integrations for acquisition, customer on boarding and customer service. • Responsible for user experience design including research, user journeys and stories, information design and architecture, interaction design, visual design and implementation. • Create strong digital analytics solution for tracking user behaviour, generate actionable insights and suitable metrics for performance measurement, tracking and A/B testing to action key insights. • Responsible for development & management of project plans through the deep understanding of customers, technologies, and business strategy and features prioritization including backlog for the design and development team using any suitable methodology (Agile, waterfall etc.) • Vendor management for design, development and delivery of digital products acquisition campaigns and third party integrations. • Responsible for execution of digital campaigns and performance measurement across own media, social media and partners. • Responsible for alternative service channels like chatbots through digital assets and third party services like Whatsapp & FB messenger.
Job specific skills	<p>Applicants should possess the following attributes:</p> <ul style="list-style-type: none"> • Proven track record of design and development of user experience for responsive web, android and iOS platforms involving project plans, roadmaps, creation of a prioritized feature/product backlog and execution. • Must have managed the roadmap for web and mobile products (Android/iOS) for



	<p>business to consumer in financial services industry.</p> <ul style="list-style-type: none">• Should have experience of managing end to end user experience design process. Hands on experience with Wire framing and prototyping tools like Balsamiq, Invision is required.• Should have defined key product metrics and associated measurements to track and measure product health. Hands on experience in web analytics software like Google Analytics and A/B testing is a must.• Proven experience in managing and facilitating the mix of internal teams and external vendors as a part of product build out. Must have developed at least 2 successful projects involving external technology vendors.• Strong team building and people management skills are a must.• Experience in consumer finance and/or unsecured lending is highly desirable.
Educational Qualifications	<ul style="list-style-type: none">• BE / MCA / M.Tech / B.Sc (Computers) / PGDBA / MBA / BCA
Minimum Experience	<ul style="list-style-type: none">• The applicant must have a minimum of 08 years of experience including material (at least 5 years' experience) in product/project management
CTC offered	<ul style="list-style-type: none">• Compensation will not be a limiting factor for the right candidate and will be discussed on a case by case basis.
Location of posting	<ul style="list-style-type: none">• Mumbai. 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">• 55 Years as on date of receipt of Application.
Email to be sent to	careers@bobfinancial.com with subject as " VP / AVP - Digital "
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	22nd August 2019.