

BOBCARD is a wholly owned subsidiary of Bank of Baroda and a Non-Deposit Accepting Non-Banking Finance Company (NBFC). BOBCARD was established in the year 1994 to cater to the need of rapidly growing credit card industry in a focused manner. BOBCARD 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.

<b>Position</b>	<b>Asst. Manager / Sr. Officer - 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>This position is responsible managing the day to day functioning of the department. The role and responsibilities of this position includes:</p> <p><b>Being part of the Brand &amp; Marketing Communications team, main responsibilities will be to develop &amp; implement marketing strategies to promote BOBCARD's products &amp; services and push them from awareness to conversion funnel with the ultimate goal of enhanced brand equity.</b></p> <ul style="list-style-type: none"> <li>• Working closely with the reporting manager to execute the marketing strategy and communication activities according to our marketing plan.</li> <li>• Taking full ownership of managing the yearly email marketing calendar, product collateral development, and updating the offers page regularly.</li> <li>• Understanding various target groups. Gathering information for topics to be written, by mapping situations/events, our offerings, and brand connect.</li> <li>• Setting vision &amp; KPIs to enhance brand equity with a roadmap to achieve the same using various communication formats and industry trends</li> <li>• Managing relationships with a variety of partners including creative agencies, execution &amp; tech vendors.</li> <li>• Aiding in building the BOBCARD brand by sharing various content and marketing ideas</li> </ul>
<b>Job specific skills</b>	<p><b>Applicants should possess the following attributes:</b></p> <ul style="list-style-type: none"> <li>• Must be strong in content for branding activities, storytelling, industry trends, etc. Preferably with an advertising agency background.</li> <li>• Very good presentation, writing, and excellent communication skills (English and Hindi, written and spoken).</li> <li>• Decision-making &amp; problem-solving skills. Disciplined, strong interpersonal skills, and a quick learner. Good team player in cross-functional teams.</li> </ul>
<b>Educational Qualifications</b>	<ul style="list-style-type: none"> <li>• Any Graduate / Post Graduate / Professional Qualification.</li> </ul>

<b>Minimum Experience</b>	<ul style="list-style-type: none"> <li>• Minimum 2+ Years of Experience.</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>• <b>45 years</b></li> </ul>
<b>Website</b>	<a href="http://www.bobcard.co.in">www.bobcard.co.in</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 selection procedure.</li> <li>• Canvassing, in any form, will result in disqualification of candidature.</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> <li>• 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.</li> </ul>
<b>Last Date for application</b>	<b>8<sup>th</sup> Nov 2024</b>