

BOB Financial Solutions Limited 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. The company intends to expand in Retail Asset products like Home Loan, Education Loan, Auto Loan, Loan against property and other financial services.

<b>Position</b>	<b>Manager - Customer Engagement</b>
<b>Role &amp; Responsibilities</b>	<p><b>Key highlights of the role are listed below (purely indicative and not limiting):</b></p> <p>As part of the Marketing team, the person would spearhead the Customer Experience initiatives for the company towards digital acquisition, continuous engagement and driving customer LTV.</p> <ul style="list-style-type: none"> <li>• Develop and execute strategic onboarding, educational and engagement campaigns via appropriate marketing channels (website, email, In-App / Push, Social, Programmatic, etc.) targeting segmented customers across all life-cycles.</li> <li>• Develop Marketing Automation &amp; drip marketing capabilities for campaigns on owned media including website, mobile app and so on with focus on constantly upgrading activation and usage strategies.</li> <li>• Manage the corporate Website and plan/execute all digital marketing, including SEO/SEM, marketing database, email campaigns towards driving traffic/conversions.</li> <li>• Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.</li> <li>• Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).</li> </ul>
<b>Job specific skills</b>	<p><b>Applicants should possess the following attributes:</b></p> <ul style="list-style-type: none"> <li>• Excellent communication and interpersonal skills to work across teams; creating and delivering customer value propositions.</li> <li>• Ability to work in disruptive business environment in the context of a rapidly evolving industry.</li> <li>• Exceptional ability to think strategically, challenging the status quo to deliver innovative ideas, thus resulting in competitive advantage.</li> </ul>
<b>Educational Qualifications</b>	<ul style="list-style-type: none"> <li>• Graduate / Post Graduate / Professional Degree with specialization in Marketing.</li> </ul>
<b>Minimum Experience</b>	<ul style="list-style-type: none"> <li>• Minimum of 5 Years of experience.</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 – Customer Engagement</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 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>22<sup>nd</sup> April 2021.</b>