



THE ANDHRA PRADESH STATE
CO-OPERATIVE BANK LTD.
(Govt. Partnered Scheduled Bank)

HO: # 27-29-28, NTR Sahakara Bhavan, Governorpet, Vijayawada-
520002
Human Resource Management Dept. : e-mail id: hrd@apcob.org

NOTIFICATION

Applications are invited from eligible candidates for the post of **BRAND MANAGER/ADMINISTRATOR cum CONSULTANT** for the Co-operative Credit Structure in the state of Andhra Pradesh, on contractual basis for a period of one (01) year.

Schedule of events:

Opening date of Applications: 01.11.2022

Last date for applications: 07.11.2022

I. JOB PROFILE:

- Develop brand architecture in sync with business strategy for the Co-operative Credit Structure that includes APCOB, 13 DCCBs and 2000+ PACS.
- Developing strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of Bank's brand.
- Supervising advertising, product design and other forms of marketing to maintain consistency in branding.
- Meeting with clients and working with colleagues across multiple departments of the organization and ability to move all around the state to conduct campaigns and develop strategies relating to branding.
- Analyzing the success of marketing campaigns and preparing reports for the information of management.
- Monthly analysis on brand image improvement (survey) in the State of Andhra Pradesh and present it to the Top-level management for review and drawing future plan of action.

II. ELIGIBILITY CRITERIA:

1. **Age as on 01.11.2022:** Minimum – 40 Years
Maximum – 70 Years
2. **Educational Qualification:**
Graduation in any discipline from a recognized university or its equivalent along with CAIIB.

3. Work Experience:

A minimum of 12 years of relevant experience in banking industry, specifically related to Marketing and branding of banking companies.

4. Key Skills:

1. Experience in market research and its understanding.
2. Experience of brand image.
3. Analytical skills and attention to detail.
4. Creativity and an ability to produce innovative and original ideas.
5. Time and project management skills, including the ability to work on multiple projects at the same time.
6. An ability to think strategically and come up with clear plans.
7. An understanding of trends and ability to respond & achieve the organization's objectives.
8. An advance ability to communicate and build strong relationships with the stakeholders, customers, other institutions in view of developing and improving the brand image.

III. TERMS OF CONTRACT:

The BRAND MANAGER shall look after the following activities:

- Overall branding of Cooperative Credit structure in the State of Andhra Pradesh.
- Building marketing strategies for face-lifting of Cooperative Credit Structure in the State of Andhra Pradesh.
- Designing of common logo and mascot for CCS.
- Designing various systems, strategies and procedures for improving the brand image of CCS.
- Establishing CCS in the State of AP, as a symbol for cooperation combined with development in our Country.
- Any other work entrusted by the Managing Director, from time to time.

IV. REMUNERATION:

A consolidated remuneration of Rs.75,000/- per month.

V. PLACE OF POSTING:

The Andhra Pradesh State Co-operative Bank Ltd., Head Office, Governorpet, Vijayawada or The APCOB Co-operative Training Institute, Barkatpura, Hyderabad, as decided by the Bank.

VI. AREA OF OPERATION:

Entire State of Andhra Pradesh.

VII. SELECTION PROCEDURE:

1. Selection will be through Personal interaction on the basis of eligibility, experience, qualification & performance during interview/interaction. Merely satisfying the eligibility norms do not entitle a candidate to be called for Interview. APCOB reserves the right to call only the requisite number of candidates for the Interview after preliminary screening/ short listing with reference to candidates' qualification, experience, profile vis-a-vis job requirements, etc.
2. All further announcements/ details pertaining to this process will be provided only on the bank's website www.apcob.org from time to time.

VIII. APPLICATION GUIDELINES:

1. Candidates can apply for the post from 01.11.2022 to 07.11.2022 in the prescribed proforma application available in the Bank's website www.apcob.org.
2. Candidates may submit their application form, in the prescribed format, along with supporting documents of age proof, Educational qualification, experience and other credentials with the prescribed fee of Rs.1000/- by way of Demand Draft favoring "THE ANDHRA PRADESH STATE COOPERATIVE BANK LTD" payable at Vijayawada OR through NEFT for the details given below:

A/c No: 610000006843

A/c Name: APCOB-HRMD

IFSC: APBL0000126

3. Candidates working in Government/Public Sector Undertakings/Autonomous Organizations /Co-operatives /Voluntary Organizations should apply through proper channel. In case, the candidate anticipates any delay in forwarding his/her application for want of employer recommendation, he/she may submit advanced copy of application along with all the requirements (except employer recommendation) before the last date i.e. **07.11.2022**. However, the application, duly recommended by the employer, shall reach the Bank by **10.11.2022**.

4. Applications should be addressed to the Managing Director, The A.P. State Cooperative Bank Ltd, NTR Sahakara Bhavan, D No. 27-29-28, Governorpeta, Vijayawada-520002 and the envelope containing the application should be superscribed” APPLICATION FOR THE POST OF **BRAND MANAGER/ADMINISTRATOR cum CONSULTANT** for the CCS in Andhra Pradesh”
5. Applications not complying with the conditions of age, qualifications, experience, fee, proceedings if any, etc., will be summarily rejected.

IX. GENERAL GUIDELINES:

1. Incomplete applications and / or applications without aforesaid documents will be rejected outright without assigning any reason thereof.
2. The Bank reserves right to alter, modify or change the eligibility criteria and / or any of the other terms and conditions spelt out in this Notification.
3. While every effort will be made by Bank to ensure that the intimation to the eligible candidates shortlisted for attending the Personal Interview will be sent sufficiently in advance, the Bank will not be held responsible for delay in receiving the intimation by the applicant for any reason whatsoever.
4. Any resultant dispute arising out of this notification shall be subject to the sole jurisdiction of the courts situated in Vijayawada.

X. DISCLAIMER:

In case it is detected at any stage of recruitment that a candidate does not fulfil the eligibility norms and / or that he / she has furnished any incorrect / false information or has suppressed any material fact(s), his /her candidature will stand cancelled. If any of these shortcomings is / are detected even after appointment, his /her services are liable to be terminated. Decision of APCOB in all matters regarding eligibility and selection would be final and binding on all candidates. No representation or correspondence will be entertained by APCOB in this regard.

Sd/-

CHIEF GENERAL MANAGER (HRMD)

Vijayawada

Date: 31.10.2022