



Advertisement No.02/ 2025-26

**Engagement of Assistant Communication Officer (ACO) on Contractual Basis
(Full Time) -2025-26**

May 30, 2025

Small Industries Development Bank of India (SIDBI) set up on 2nd April 1990 under an Act of Indian Parliament, acts as the Principal Financial Institution for Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector as well as for co-ordination of functions of institutions engaged in similar activities.

Over the years, SIDBI has been working towards the sustainable development of MSME sector, pioneering efforts that have manifested in creation of economic wealth, its distribution for an egalitarian society while preserving the ecological wealth of the country.

The Bank's Mission is to 'To facilitate access to capital and build capacity of MSMEs for their deeper integration into Indian and global value chains'. The Bank is working with the Vision 'To emerge as a point of first contact for all stages of MSME life cycle journey'. The bank is committed towards adding values through Ethics, Empowerment, Innovation, Equality and Environment.

The Bank believes that its people, process and technology are the key drivers for delivering customer service. The Bank firmly believes that its Human Resources are its most valuable asset. SIDBI is an equal opportunity employer and provide equal employment opportunities, without any discrimination on the grounds of age, color, disability, marital status, nationality, race, religion, sex etc.

The Bank invites application from interested candidates for the following post on Contractual basis as detailed below:

Sr N o	Post	Post Code	Total Vacancie s	Reservations					
				UR	EW S	OBC	SC	S T	PwB D (VI)
1	Assistant Communication Officer (ACO)	01	01	01	-	-	-	-	01*

* PwBD – Persons with Benchmark Disabilities as defined in the "The Rights of Persons with Disabilities Act, 2016" (i) VI – Visually Impaired. The vacancy for VI is horizontal and included in the vacancies of parent category;

Assistant Communication Officer (ACO)

A.	Name of the Post	Assistant Communication Officer (ACO)
B.	Post Code	01
C.	Type of the Post	Contractual on <u>full time basis.</u>
D.	No. of Posts	1 (One)
E.	Place of Posting / Transfer	<p>Mumbai</p> <p>However, the Bank reserves the right to post/transfer the staff on contract to any of the offices of SIDBI or to depute to any of its associates/subsidiaries or any other organization depending upon the exigencies of service.</p>
F.	Period of Contract	<p>The term of the contract with the ACO would be for a period of three years. The contract shall be extendable, at sole discretion of the Bank, for a further period of up to two years.</p> <p>Annual reviews of the performance of the ACO would be undertaken.</p> <p>The contract can be terminated at three months' notice on either side or salary and allowances (if any) in lieu thereof.</p>
G.	Scope of Work	<p>The Assistant Communication Officer will be responsible for the following key duties:</p> <p>a) Branding and Content Development:</p> <ul style="list-style-type: none"> Organize and oversee events and activities for SIDBI, ensuring effective planning, execution, and coverage in both mainstream and social media. Assist the Branding & Communication Officer in developing strategies and frameworks to assess the impact of various communication initiatives. Collaborate with internal departments and regional/branch offices to promote and publicize their events and activities. Produce high-quality content, including press releases and other written materials. Develop and maintain a comprehensive content repository. <p>b) Media Engagement:</p> <ul style="list-style-type: none"> Build and maintain strong relationships with key media contacts, leveraging personal networks to ensure prompt and effective media coverage for SIDBI. The candidate should possess established connections within the media industry, enabling quick access to media outlets for timely coverage of events, initiatives, and important updates. These relationships will be instrumental in securing favorable media attention and maximizing SIDBI's visibility across various platforms. Coordinate with PR agencies engaged by the Bank to secure widespread media coverage for events, press conferences, interviews, dignitary visits, advertisements, inaugurations, and other programs.

		<p>c) Social Media Management:</p> <ul style="list-style-type: none"> Oversee the management of SIDBI's social media platforms, including Twitter, Facebook, YouTube, LinkedIn, and the Bank's website, ensuring effective promotion of the SIDBI brand. Engage with followers by responding promptly to queries, addressing complaints, and monitoring customer feedback. Drive digital marketing initiatives for SIDBI's schemes, products, and programs. Plan and execute webinars, webcasts, podcasts, and other online events. <p>d) Creative Design:</p> <ul style="list-style-type: none"> Design and create engaging digital collateral for various campaigns. Produce monthly e-newsletters using design software. Proficiently utilize design tools such as Canva, Photoshop, Illustrator, CorelDRAW, and similar software to create visually appealing content. <p>e) Additional Responsibilities:</p> <ul style="list-style-type: none"> Perform any other tasks as assigned by the Bank from time to time.
H.	Eligibility Criteria	
	(a) Age limit	The candidate should not be less than 25 years old and not more than 38 years old as on June 1st, 2025 .
	(b) Educational Qualification	<p>The candidate must be a Graduate/Post Graduate/PG diploma holder in any of the following disciplines from a recognized Indian University/Institute viz. Mass communication /Journalism /Mass Media/Media Science.</p> <p>A degree/diploma/certificate in graphic design will be an added advantage.</p>
	(c) Experience	<p>(As on June 1st, 2025)</p> <ul style="list-style-type: none"> Minimum 3 years of post-qualification experience in brand management and corporate communications. Relevant experience should include one or more of the following areas: public relations and media engagement, social media strategy and content development, digital marketing and online campaign management, corporate branding and reputation management, internal and external stakeholder communications. Preference will be given to candidates with prior experience in the banking, financial services, or allied sectors. Candidates with 5+ years of experience and a proven track record in leading large-scale communication or branding initiatives, strategic digital marketing projects, or cross-platform media outreach and digital transformation efforts are strongly encouraged to apply. <p>Note: Applications without relevant experience certificate from the employer would be rejected.</p>

I.	Remuneration	<p>The remuneration would be at market linked compensation. The same shall not be a limiting factor for the right candidate and will be on case-to-case basis.</p> <p>Apart from initial remuneration offered on Cost to Company (CTC) basis, there would be provision for Annual increment on CTC finalized initially, which shall be considered by the Bank based on the performance review from time to time.</p>
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Other Conditions (Applicable for all the posts):

1.	Reservation	<p>i Reservations / Relaxations / Concessions would be given to SC/ST/OBC/EWS/PwBD candidates, wherever applicable as per guidelines issued by the Government of India from time to time. ii. The eligible candidate should produce a certificate issued by a competent authority as per the Government of India Guidelines.</p> <p>ii Vacancy for Person with Disability (PwBD) is horizontal within the overall vacancies for the post.</p> <p>iii Candidates belonging to the reserved category for whom no reservation has been mentioned, are free to apply for vacancies announced for unreserved category provided, they fulfil all the eligibility criteria applicable to unreserved category.</p> <p>iv It is clarified that it may not be possible to employ candidates with disability in all offices / departments of the Bank and they will have to work in the post / centers as decided by the Bank in this regard.</p>
2.	Right to raise / modify the eligibility criteria	Important: The Bank reserves the right to raise/modify the eligibility criteria including age, educational qualification and minimum work experience.
3.	Selection Procedure	<ul style="list-style-type: none">• Selection would be by way of shortlisting and personal interview to be held online on a suitable date (to be informed in due course) before the Selection Committee.• The Bank will undertake a preliminary screening of the applications, if necessary, to prepare a shortlist of eligible candidates to be called for interview. Thus, merely fulfilling the requirements laid down in the advertisement would not automatically entitle any candidate to be called for interview.• The qualifying marks in Interview/selection procedure will be decided by the Bank.• A candidate should qualify in all the processes of selection i.e. PI and/or other selection method (as the case may be) and should be sufficiently high in the merit to be shortlisted for subsequent process.• The decision of the bank to call the candidates for the interview shall be final. No correspondence will be entertained in this regard. The Bank reserves the right to modify the selection procedure, if deemed fit.• Only the selected candidate shall be intimated via email. The results will not be published on any platform. <p>Merit List: Merit list for selection will be prepared in descending order on the basis of scores obtained in interview only.</p> <p>Wait List: SIDBI reserves the right to draw wait list of candidates and consider such wait listed candidate(s) for meeting actual requirement.</p>

		In case more than one candidate score equal marks, such candidates will be ranked according to their age in descending order, both in the select list as well as in the wait list.
4.	HOW TO APPLY	<p>I. Duly filled in application (typed in English or Hindi), as per the format available on the Bank's website with a recent passport size photograph pasted thereon and Curriculum Vitae, bearing full signature of the candidate across the same with date, should be sent / forwarded <u>only through email at corpcomm@sidbi.in</u> on or before June 10th, 2025. While forwarding the respective applications, the subject line shall clearly indicate the following details only, viz. "Application for the post of <<Post Code>>, <<Name of the Post>> <<Candidate Name>>."</p> <p>II. Applications should be accompanied by self-attested copies of relevant certificate(s)/ documents, in support of proof of identity, address, age, educational qualification (educational certificates/mark -sheets), work experience, caste certificate, PwBD Certificate etc, as mentioned in the application form.</p> <p>III. An application not accompanied by photocopies/ scanned copies (in cases of applied online) of relevant certificate(s)/ documents, or not in prescribed format or not signed by the candidate or incomplete in any respect or received after due date will not be entertained under any circumstances.</p> <p>IV. Handwritten Applications/ or Curriculum Vitae shall be summarily rejected.</p> <p>V. Documents to be submitted in PDF formats only. No other format shall be accepted.</p>

5.	Others	<p>i. The relevant experience certificate from employer must contain specifically that the candidate had experience in that related field as required.</p> <p>ii. The candidate must be a citizen of India.</p> <p>iii. The number of vacancies mentioned above are provisional and may vary.</p> <p>iv. The designations / name of the post mentioned above are only indicative. The Bank reserves the right to change the name of post / designation at any time without prior notice on the requirement of the Bank.</p> <p>v. Intimation/ call letter for interview will be sent by email or will be uploaded on Bank's website. NO HARD COPY WILL BE SENT.</p> <p>vi. Candidates are advised to indicate a working e-mail ID and mobile phone no. in their application under this advertisement and maintain the same active for receiving communication viz. call letters/ Interview date advices etc. The indicated e-mail ID and mobile phone no. should not be changed during Interview process. The Bank takes no responsibility for any delay in receipt or loss of any communication.</p>
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