



Hindu 2/1/11

(A Government of India Undertaking)
Corporate Office, 254-260, Avvai Shanmugam Salai, Royapettah, Chennai-600014

ENGAGEMENT OF SPECIALISTS IN DIGITAL MARKETING, ANALYTICS CoE AND DIGITIZATION ON CONTRACTUAL BASIS

Details of Vacancies

Vertical	Role	Description	Vacancies
Digital Marketing	Social media specialist	Manage agency relations and deliverables	2
		Review social media calendar	
	Partnerships and Affiliates lead	Forge new brand and affiliate partnerships in line with business requirements	1
		Closely track and document platform performance for future reference	
Creatives expert	Give inputs on creatives to agencies	2	
	Create/monitor email, video, SMS creatives		
Analytics CoE	Data engineers	Define data storage and governance strategy / policy	2
Digitization dept.	UI / UX designers	Define unified customer experience, provide inputs to UI/ UX of customer facing solutions	2
Total			9

Mode of application	Offline application as per the prescribed format uploaded in career page of Banks' website www.indianbank.in
Application Fee	₹ 1000/- (Inclusive of taxes)
Last date of receipt of application	05.12.2022
Eligibility Criteria and Experience	Please visit career page of www.indianbank.in for full details. -

General Manager (CDO)

Place: Chennai