



RepcO Bank a Government of India Enterprise invites applications from eligible candidates for the post of Marketing Associate.

1. Name of the Post/ Nature of Engagement /Vacancy/Age/ Selection process:

Post	Nature of Engagement	Vacancy	Age As on 31.10.2024	Selection process
Marketing Associate	Contractual engagement for 11 months and renewable based on performance	10*	Minimum - 25 years Maximum - 35 years	Short listing / Interview

* Vacancy position may vary depending on actual requirement at the time of final process.

Note: Only Indian Nationals are Eligible to apply

2. Details of Educational Qualification and Experience:

Educational Qualifications (as on 31.10.2024)	Experience (as on 31.10.2024)	Other requirements
<p>Any under graduate Degree (i.e. 10+2+3 stream) or its equivalent.</p> <p>Preferable: Specialisation in Marketing from Institutions recognised/approved by Govt. bodies/AICTE/UGC (or) Post Graduation in Marketing discipline is preferred.</p>	<p>Minimum 3 years' experience in the field of marketing in Banking and Financial Services.</p> <p>For Post-Graduation degree with a specialization in Marketing, at least 1 year experience in Banking and Financial Services is required.</p>	<ul style="list-style-type: none"> ➤ Proficiency in both English and Tamil/ local vernacular language. ➤ Candidates with their own two-wheeler and a valid driving license are preferred. ➤ A strong flair for marketing, with a passion and proven expertise in the field. ➤ Any other documents to ascertain credibility, past performance and reputation of the personnel.

3. Job Description:

The Marketing Associates will be responsible for generating leads and converting high-quality leads for collateral-based loan products within the branch's operating limit. This role is primarily focused on sourcing of new business only. The Marketing Associates will be in the field, marketing and promoting the Bank's mortgage based loan products.

Key Responsibilities:

- **Lead Generation:** Identify and source high-potential loan leads for collateral-based loan proposals.
- **Relationship Building:** Develop strong relationships with potential borrowers, local businesses, and key community members to build a consistent pipeline of qualified loan leads.
- **Market Outreach:** Strengthen the Bank's presence in the local market through continuous engagement, brand promotion, and marketing activities.
- **Loan Sourcing:** Actively canvass collateral-based loans, ensuring that all proposals adhere to the Bank's policies for secured lending and are within the prescribed branch area of operation.
- **Documentation Support:** Assist prospective borrowers in gathering and completing the necessary documentation for submission of loan applications, ensuring a smooth sanction and disbursement process.
- **Reporting:** Provide regular updates and reports on lead generation, loan proposals, and conversion progress to the Business Development Officer(BDO's) or any other officer who is entrusted by Managing Director.

4. Remuneration:

A fixed remuneration of Rs.15000/- p.m [Rs.12,000/- + Rs.3000/-(fixed conveyance)] and variable incentive based on the volume of loan sourced and disbursed as follows:

Sl.No.	Slab based on aggregate loan quantum involving 1st disbursement during the month	Variable Incentive Percentage
1	Upto Rs.100 Lakh	0.25% of loan amount
2	Above Rs.100 Lakh to Rs.300 lakh	0.15% of loan amount
3	Above Rs.300 lakh	0.10% of loan amount

5. Selection Procedure:

The selection will be based on short listing and interview.

- i) Mere fulfilling minimum qualification and experience will not vest any right in candidate for being called for interview. Committee constituted by the bank will decide the parameters for selection and thereafter adequate number of candidates as decided by the bank will be shortlisted for interview. The decision of the bank to call the candidates for the interview shall be final. Selection will be made on the basis of performance in the process. No correspondence will be entertained in this regard.
- ii) The date for the selection process will be communicated to the candidates through call letters. The Bank however reserves the right to cancel or make any changes in the date, if need arises.
- iii) Selected candidates will be posted in any of the branches of the Bank.

6. How to Apply:

- i) Candidates who satisfy the eligibility norms should submit their application in Bio-data form in English, Typed on thick A4 size sheet, with one recent passport size photograph affixed on the application on the top right hand corner and indicating prominently in Bold letters the post for which he/she is applying at the Top. The format of the Application form is available in Bank's website www.repcobank.com.
- ii) **The duly filled in Applications should reach the Bank on or before 09.12.2024.**
- iii) Applications should be sent in closed envelope super scribed "FOR THE POST OF MARKETING ASSOCIATE" to the following address:

**The General Manager (Admin),
Repcobank Ltd, P.B.No.1449,
Repcobank Tower,
No:33, North Usman Road,
T.Nagar, Chennai – 600 017.**

- iv) Repco Bank reserves the right to reject any application, before, during or after interview, if found not satisfied the recruitment /eligibility criteria for the post which he/she has applied.

7. General Instructions:

- a) Before applying for the post, the applicant should ensure that he/she fulfills the eligibility and other norms mentioned above for the post as on the specified date and that the particulars furnished by him/her are correct in all respects.
- b) The Bank takes no responsibility for any delay in receipt or loss in postal transit of any application or communication.
- c) The applications must be properly and completely filled. Incomplete applications will be summarily rejected.
- d) Candidates working in Govt/Semi-Govt/Govt. undertaking / Public undertaking will be required to produce **No Objection Certificate** from their employer if called for Interview, in the absence of which, his/her candidature may not be considered.
- e) Candidates will have to appear for the interview at their own expenses.
- f) 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 facts, his/her candidature will stand cancelled. If any of these shortcomings is /are detected even after appointment, his /her contracts are liable to be terminated.
- g) Decisions of Bank in all matters regarding eligibility, conduct of interview, other tests and selection would be final and binding on all candidates. No Representation or Correspondence will be entertained by the bank in this regard.

8. Other terms and conditions:

- a. **Non-Regularization:** Marketing Associates engaged on a contractual basis are not eligible for regular employment in the Bank irrespective of the length of completed contract period.
- b. **Performance Review:** Performance will be reviewed yearly, and extension of contract will be granted based on satisfactory performance in lead generation, conversion, and overall conduct.
- c. **No Employee Benefits:** Contractual employees will not be entitled to any benefits applicable to regular Bank employees, such as Provident Fund, Gratuity, or other allowances.

- d. **Training and Development:** The role is exclusively focused on sourcing of collateral-based loan proposals from new customers. Therefore, newly appointed Marketing Associates will be given mandatory training program to equip themselves with the necessary skills and knowledge for the role and to ensure familiarity with the Bank's loan products and processes.
- e. **Confidentiality:** Contract employees must maintain the confidentiality of all Bank information and customer data. Breach of confidentiality will lead to immediate termination of the contract.
- f. **Termination of Contract:**
 - i. The contract may be terminated, with immediate effect in cases of underperformance, misconduct, or violation of terms.
 - ii. The Marketing Associates shall not collect any amount in any form or other fees from the leads/borrowers for providing services. Any such activity, if detected, may lead to immediate termination of contract.

Note: Bank reserves the right to cancel the recruitment process entirely at any stage.

Place: Chennai – 17

Date: 20.11.2024

GENERAL MANAGER(ADMIN)