Advertisement No. 06/ 2026-27

Engagement of Specialists on Contractual Basis (Full Time) -2026-27

September 24, 2026

Established on April 2, 1990, under an Act of the Indian Parliament, the Small Industries Development Bank of India (SIDBI) stands as the Principal Financial Institution dedicated to the **Promotion, Financing, and Development of the Micro, Small, and Medium Enterprise (MSME) sector**.

SIDBI has been a catalyst for sustainable development in the MSME sector, fostering economic growth, equitable wealth distribution, and environmental preservation.

With a goal to **double its impact over the next five years**, SIDBI aims to become the **"point of first contact for all stages of the MSME life cycle"**, enabling MSMEs to integrate seamlessly into Indian and global value chains.

SIDBI's mission is to **"Facilitate Access to Capital and Build Capacity of MSMEs"**, empowering them to thrive and contribute to India's economic growth. The Bank's focus on **people, processes, and technology** ensures exceptional customer service and operational excellence.

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 posts on Contractual basis as detailed below:

Sr No	Post	Post Code	Total Vacancies	Reservations					
				UR	EWS	OBC	SC	ST	PwBD* (VI)
1	Assistant Communication Officer (ACO) – Brand Content & Marketing	01	01	01	-	01	-	-	01*
2	Assistant Communication Officer (ACO) – Website & Martech	02	01						
3	Audit Consultant	03	02	01	01	-	-	-	01*

* PwBD vacancies shall include LV=Low Vision

<u>Assistant Communication Officer (ACO) - Brand Content & Marketing</u>

S.No.	Particulars	Details
A.	**Name of the Post**	Assistant Communication Officer (ACO) - Brand Content & Marketing
B.	**Post Code**	01
C.	**Type of the Post**	Contractual on full time basis.
D.	**No. of Posts**	01 (One)
E.	**Place of Posting**	**Mumbai** 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.
F.	**Period of Posting**	The term of the contract of Assistant Communication Officer (ACO) - Brand Content & Marketing would initially be for a period of **three years**, subject to an interim review. The contract shall be extendable, at sole discretion of the Bank, for a further period of up to **two years**. The contract can be terminated at **3 (three) months'** notice on either side or Salary and allowances (if any) in lieu thereof).
G.	**Job Profile**	The Assistant Communication Officer (Brand Content & Marketing) will lead the organization's brand strategy, content marketing, social media, creative communication, paid marketing, and integrated campaign execution to strengthen brand visibility, stakeholder engagement, thought leadership, and lead generation. **<u>Key Responsibilities: -</u>** **1. Brand Strategy & Governance** • Develop and maintain brand positioning, value proposition, messaging framework, and communication pillars. • Ensure consistency of brand identity, tone of voice, and messaging across all communication channels. • Translate organizational priorities into brand, communication, and marketing initiatives. • Maintain brand guidelines, visual identity standards, and communication governance frameworks. **2. Content Strategy & Thought Leadership** • Develop annual content strategy aligned with organizational objectives. • Develop, edit, and optimize high-quality content across digital platforms, ensuring consistency in messaging, brand voice, and audience engagement. • Create and manage integrated content calendars. • Develop thought leadership articles, blogs, reports, case studies, success stories, and executive communication content.

			• Drive content initiatives to support awareness, engagement, and lead-generation objectives. **3. Social Media & Digital Engagement** • Manage all social media platforms. • Build engagement strategies to increase audience growth. • Monitor social listening, audience insights, and engagement metrics. • Coordinate creative asset development with agencies. **4. Creative Development & Communication Assets** • Lead development of marketing collateral, brochures, presentations, videos, infographics, and digital assets. • Manage creative agencies, production partners, and content vendors. • Ensure quality and consistency of all visual and written communication materials. **5. Paid Marketing & Demand Generation** • Plan and execute paid campaigns across Google, LinkedIn, Meta, YouTube, X, and relevant industry platforms. • Manage budgets, media plans, and campaign optimization. • Conduct A/B testing of ad creatives, messaging, formats, landing pages, and calls-to-action. • Drive awareness, engagement, and lead-generation objectives. • Conduct performance analysis and campaign reporting.
H.	**Eligibility Criteria**		
	a	**Age Limit**	The candidate should not be more than 35 years old as on **August 31, 2026**.
	b	**Educational Qualification**	The candidate must be an MBA/PGDM in Marketing, Communications, Digital Marketing, or equivalent.
	c	**Experience**	**(As on August 31st, 2026)** Minimum 5 years of post-qualification work experience in brand management, content marketing, social media, campaign management, and paid media. Strong B2B and institutional marketing experience would be preferred. **Note: Applications without relevant experience certificate from the employer would be rejected.**
I.	**Remuneration**		Based on candidate's qualification, experience and overall suitability for the post, maximum Cost to Company (CTC) / remuneration payable will be around **`18 lakh** per annum plus other facilities viz. Group Insurance etc. Apart from initial remuneration offered on 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. The salary would also have a suitable variable component.

Assistant Communication Officer (ACO) – Website & Martech

S.No.	Particulars	Details
A.	**Name of the Post**	Assistant Communication Officer (ACO) – Website & Martech
B.	**Post Code**	02
C.	**Type of the Post**	Contractual on full time basis.
D.	**No. of Posts**	01 (One)
E.	**Place of Posting**	**Mumbai** 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.
F.	**Period of Posting**	The term of the contract of Assistant Communication Officer (ACO) – Website & Martech would initially be for a period of **three years**, subject to an interim review. The contract shall be extendable, at sole discretion of the Bank, for a further period of up to **two years**. The contract can be terminated at **3 (three) months'** notice on either side or Salary and allowances (if any) in lieu thereof).
G.	**Job Profile**	The Assistant Communication Officer (Website & Martech) will own the organization's website ecosystem, SEO/GEO strategy, marketing technology stack, analytics infrastructure, measurement frameworks, conversion optimization, and digital experience management. **Key Responsibilities: -** **1. Website Management & Governance** • Manage corporate website strategy, governance, and optimization. • Coordinate with website development agencies for enhancements. • Ensure website security, accessibility, performance, and user experience. • Manage content updates and digital asset integration. **2. SEO, GEO & Organic Growth** • Develop and execute SEO and GEO strategies. • Conduct technical SEO audits and remediation activities. • Manage crawlability, indexation, site architecture, internal linking, redirects, and website health. • Oversee metadata optimization and schema implementation. • Improve Core Web Vitals and page experience performance. • Monitor rankings, keywords, search visibility, and competitor performance. • Define SEO/GEO requirements for blogs and organic content in collaboration with the Brand Content & Marketing team. **3. Martech Strategy & Governance** • Manage CRM, CMS, marketing automation, analytics, and campaign management platforms.

			• Establish Martech governance standards and platform usage guidelines. • Drive Martech adoption and process improvement. • Identify automation opportunities. • Manage system integrations across CRM, CMS, analytics, campaign, and automation platforms. • Evaluate Martech vendors and recommend technology investments. **4. Analytics, Measurement & Attribution** • Develop and maintain dashboards and marketing reports. • Define tracking and tagging standards. • Ensure accurate measurement of website, campaign, and lead-generation journeys. • Own attribution frameworks and customer journey analytics. • Monitor conversion performance and data quality. • Drive data-driven optimization initiatives. **5. AI, Automation & Digital Innovation** • Identify opportunities for AI, automation, and advanced analytics. • Implement personalization and experience-enhancement initiatives. • Support digital transformation of marketing operations.
H.	**Eligibility Criteria**		
	a	**Age Limit**	The candidate should not be more than 35 years old as on **August 31, 2026**.
	b	**Educational Qualification**	**Mandatory educational qualification (As on August 31, 2026)**: **Minimum Qualification:** Graduate degree in Engineering/Computer Science/MBA (Marketing Analytics, Digital Marketing) or equivalent from a recognised University/Institute
	c	**Experience**	(As on August 31st, 2026) Minimum 5 years of post-qualification work Experience in website management, SEO, analytics, digital experience, and Martech. **Hands-on experience with**: CMS, CRM, GA4, Search Console, Marketing Automation, SEO platforms, and BI tools would be preferred. **Note: Applications without relevant experience certificate from the employer would be rejected.**
I.	**Remuneration**		Based on candidate's qualification, experience and overall suitability for the post, maximum Cost to Company (CTC) / remuneration payable will be around **`18 lakh** per annum plus other facilities viz. Group Insurance etc. Apart from initial remuneration offered on 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. The salary would also have a suitable variable component.

Audit Consultant

S.No.	Particulars		Details
A.	**Name of the Post**		**Audit Consultant (AC)**
B.	**Post Code**		03
C.	**Type of the Post**		Contractual on full time basis.
D.	**No. of Posts**		02 (Two)
E.	**Place of Posting**		**Lucknow** 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.
F.	**Period of Posting**		The term of the contract of **Audit Consultant (AC)** would initially be for a period of **three years**, subject to an interim review. The contract shall be extendable, at sole discretion of the Bank, for a further period of up to **two years**. The contract can be terminated at **3 (three) months'** notice on either side or Salary and allowances (if any) in lieu thereof).
G.	**Job Profile**		The Audit Consultant shall be responsible for the following: • Undertake Risk Based Internal Audit (RBIA) / management audit / special audits / any other audit with Banks' audit team (**including visit to BOs**). • Preparation of Audit reports along with comments / observations to be complied with. • Follow-up with ROs/BOs for closure of audit observations, scrutiny of compliance to the observations, closure of compliance reports, monitoring audit compliance quality of various offices. • Compilation of Risk Based Internal Audit (RBIA) observations emanating from various offices, preparation of presentations for Audit Committee of Board / Senior Management Committee etc. • Assist in data analytics and related modelling. • Providing necessary inputs for improvement / modification in the various credit / operational processes of the Bank, automation of the existing audit process etc. • Work related to appointment of audit firm / consultant, preparation of RfP etc. • Undertake any other work as may be assigned by the Bank from time to time.
H.	**Eligibility Criteria**		
	a	**Age Limit**	The candidate should not be more than 35 years old as on **August 31, 2026**.
	b	**Educational Qualification**	**Mandatory educational qualification (As on August 31, 2026)**: • Qualified Chartered Accountant from the Institute of Chartered Accountants of India with 02 years of experience as given below in para (C) Or

			• Qualified Cost and Management Accountants (CMAs) from The Institute of Cost Accountants of India (ICMAI) with 02 years of experience as given below in para (C) Or • Candidates having passed M.Com. with minimum 55% and with 03 years' experience as given below in para (C). • The Qualified Chartered Accountants should have active membership of ICAI. • Proficiency in MS Office, particularly Excel and Power Point, data analysis / management / presentation tools shall be preferred.
	C	**Experience**	**(As on August 31, 2026)** • For Chartered Accountant and **Cost and Management Accountants (CMAs)**: Minimum 02 years of experience in audit function or operational areas with reputed CA Firms / Banks / NBFCs / Small Finance Banks / Reputed Corporates / Multinational Companies or firms. • For M.Com. passed: 03 years of audit experience in reputed CA Firms (including Articleship experience) / Banks / NBFCs / Small Finance Banks / Reputed Corporates / Multinational Companies or firms, etc. **Note: Applications without relevant experience certificate from the employer would be rejected.**
I.	**Remuneration**		Based on candidate's qualification, experience and overall suitability for the post, maximum Cost to Company (CTC) / remuneration payable will be around **`15 lakh** per annum plus other facilities viz. Group Insurance etc. Apart from initial remuneration offered on 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. The salary would also have a suitable variable component.

Other Conditions (Applicable for All posts):

1.	**Reservation**	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. ii. Vacancy for Person with Disability (PwBD) is horizontal within the overall vacancies for the post. 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. 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.
2.	**Only one Post to be applied by each candidate**	One candidate can apply for only one post under this advertisement. Multiple candidatures, involving one post or several posts shall result in rejection of all applications from the candidate. For the post of Assistant Communication Officer (ACO), candidates are permitted to apply for only one specialization, either Brand Content & Marketing OR Website & Martech.
3.	**Right to raise/modify the eligibility criteria**	**Important:** The Bank reserves the right to raise/modify the eligibility criteria including educational qualification and minimum work experience in order to restrict the number of candidates to be called for Interview, commensurate with the number of posts.
4.	**Selection Procedure**	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 for preparing, 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 decision of the bank to call the candidates for the interview shall be final. No correspondence will be entertained in this regard. **Merit List:** Merit list for selection will be prepared in descending order on the basis of scores obtained in interview only. In case more than one candidate score the cut -off marks (common marks at cut-off point), such candidates will be ranked according to their age in descending order, in the merit. **Wait List:** SIDBI reserves the right to draw wait lists of candidates in different Grades and consider such wait listed candidate(s) for meeting actual requirement.
5.	**HOW TO APPLY**	i Duly filled in application (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 **only through email at** recruitment@sidbi.in **on or** before **October 14, 2026**. 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>>."** 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, as mentioned in the application form.

		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.
		iv	**Handwritten Applications/ or Curriculum Vitae shall be summarily rejected.**
		v	**The candidates who had already applied / shortlisted / selected / waitlisted need not to apply again.**
6.	**Others**	I.	The relevant experience certificate from employer must contain specifically that the candidate had experience in that related field as required.
		II.	The candidate must be a citizen of India.
		III.	The number of vacancies mentioned above are provisional and may vary.
		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.
		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.
		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.
		VII.	The Interview shall take place online. Candidates should ensure availability of necessary infrastructure as specified in call letter in this regard.
		VIII.	Candidates serving in Govt./ Quasi Govt. offices, Public Sector undertakings including Nationalized Banks and Financial Institutions are advised to submit 'No Objection Certificate' from their employer at the time of interview, failing which their candidature may not be considered and travelling expenses, if any, otherwise admissible, will not be paid.
		IX.	In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up the appointment.
		X.	Candidates are advised that they should not furnish any particulars or information that are false, tampered/ fabricated or should not suppress any material information while applying for the post.
		XI.	Appointments of selected candidates will be subject to his / her being declared medically fit by Bank Medical Officer, satisfactory report about his / her character and background verifications, satisfactory report from his / her previous employer and referees and completion of all other pre recruitment formalities to the complete satisfaction of the Bank.
		XII.	In case it is detected at any stage that a candidate does not fulfill any of the eligibility criteria for the post applied for and / or that he / she has furnished any incorrect information or has suppressed any material fact(s), or has resorted to Impersonating or procuring impersonation by any person; his / her candidature will stand cancelled forthwith. If any of these

			shortcomings is / are detected even after the appointment, his/her services will be liable to be terminated forthwith.
		XIII.	The applicant shall be liable for civil/ criminal consequences in case the information submitted in his/ her application are found to be false at a later stage
		XIV.	Decisions of the Bank in all matters regarding eligibility, shortlisting, conduct of interview, selection, calling for joining etc, would be final and binding on the applicants for the posts. No representation or correspondence will be entertained by the Bank in this regard. Canvassing in any form will lead to disqualification of candidature.