



Job Brief

We are currently hiring a Growth Hacker who will be responsible for delivering effective marketing campaigns that will drive the adoption, engagement, and monetization of the digital product or service. This is a cross-functional role that works closely with the marketing, sales teams, product management, and technology teams to conceptualize and launch features and campaigns that will increase usage, traffic, and revenues for the digital channels.

Main Responsibilities of a Growth Hacker

Your responsibilities will include:

Developing and executing online and offline campaigns, including gamification, digital marketing, brand partnerships, on-ground activation etc. to drive traffic to digital channels

Identifying, developing & optimizing growth channels to drive revenue growth

Analyzing marketing data and user feedback (campaign results, conversion rates, traffic, etc.) to help shape future marketing strategies

Proposing new initiatives to attract prospects and convert leads as well as testing new approaches to capture existing demand

Providing inputs & expertise to drive efficacy of marketing activities (content development and optimization, advertising, etc.)

Planning and executing initiatives to reach the target audience through different channels

Working closely across teams with other teams to share ideas, feedback & present results

Key Requirements

You possess excellent analytical skills and leverage data, metrics, analytics, and consumer behavior trends to generate creative ideas.

You are a highly goal-oriented individual who is resilient in your pursuit of growth.

You are open-minded, curious, and a strong problem solver.