

EKALAVYA

Growth Manager Job Description

ABOUT EKALAVYA

Ekalavya is a performing arts ed-tech platform delivering pre-recorded online acting and theatre courses. A Drama School Mumbai initiative, with a mission of providing high-quality acting training at a very low cost to lakhs of Indians. Our courses are perfect for anyone who wants to take the first step towards realising their dream of becoming actors, film stars, theatre-makers and storytellers.

Till now, we have been working in a bootstrap mode where our focus is on the product & testing the market through limited marketing activities. Now, we would like to consolidate & expand our organisation as it's time to scale up.

JOB PROFILE

We are looking for a dynamic and highly skilled Growth Manager that is both analytical and creative. A data-driven person that can use his/her skills to build and manage a comprehensive growth marketing plan. Broadly, you will be responsible for

- defining the company's present & future growth plan.
- coordinating and executing the growth plan.
- optimizing the revenue funnel through customer growth, acquisition, retention, and upsell.

As Growth Manager, you will be working closely with the Ekalavya Executive Head, Curriculum Head, Marketing Manager and other cross-functional team members to achieve the best possible learners & financial growth. As an art organisation, we promise you a unique, flexible & open work environment. You will get full freedom and the

opportunity to flex your existing professional skill to set up fresh systems, processes and teams.

ROLE & RESPONSIBILITIES

Here are the following responsibilities expected as part of the job.

1. Identify and define the company's present & future growth plan that will help us scale and take the business to the next level. The growth plan should be based on data-driven insights.
2. Strategising and executing the growth plan in collaboration with the marketing team, curriculum head as well as product development team.
3. Strategizing, executing & optimising the revenue funnel through customer growth, acquisition, retention, and upsell.
4. Develop customer's/learners' data infrastructure to analyse customer's/learners' behaviour and conduct experiments.
5. Take charge of LMS in terms of its management, functioning and maintenance through the LMS service provider or any other third-party vendor.
6. Work alongside Curriculum Head to execute regular LMS tasks like tracking forums, assignments, certifications etc. to give the best possible experience to the learners.
7. Creating a system to measure & track the impact of our product in customer's/learners' life.
8. Defining & reporting Key Performance Indicators (KPIs) to measure and monitor growth initiatives and their effectiveness.

As we are building Ekalavya in a bootstrap mode, you will be working as a part of a small team in a start-up work environment which would require you to be very agile and flexible in terms of your responsibilities. The key will be to execute and deliver, whatever it takes.

KEY REQUIREMENTS

- 5+ years of experience, preference will be given to the applicant from the ed-tech space.
- Degree in marketing, business or any other relevant field.

- Fluent in data analysis and data processing tools like analytics, data visualisation, A/B testing, CRM, Excel, etc.
- A deep understanding of various customer acquisition channels, e.g. search engine results, paid ads, email marketing, organic traffic, social media referrals, etc.
- Knowledge of online and offline marketing, statistics, and funnel building.
- Knowing how to translate data into insight; to diagnose the sales funnel.

SKILLS

- Excellent Communication & interpersonal skills.
- Incredible attention to detail & have problem-solving skills.
- Tech-savvy, analytical, proactive & self-starter.
- Comfortable with ambiguity and have the skill to transform broad ideas into action plans.
- Seeking high ownership, independent environments and feedback-oriented cultures.
- Strong work ethic, drive and energy.

JOB TYPE

Full-time.

LOCATION

Remote with Indian working hours. Preference will be given to Mumbai-based applicants.

TIME COMMITMENT

Minimum of 40 Hrs a week commitment. Normal work timing is 10:00 am to 6:00 pm. As an art organisation, we have enough flexibility in terms of working hours and timing.

REMUNERATION

Between Rs 7,00,000 – 8,50,000 yearly (less applicable taxes). We are open to negotiations in case of exceptional candidates from the Ed-Tech space.

APPLY NOW

Please email us at

companymanager@thedramaschoolmumbai.in

with the subject line "Application Ekalavya Growth Manager"

The email should contain the following

- A brief statement of purpose as to why it interests you to pursue this role
- Your Updated Resume