



## Job Description – Growth Hacker

**Job Location: Mumbai**

**Experience: 3-4 years**

The idea is that for every decision a company makes, a growth hacker should ask: *“What will be the impact on growth? How will this help us grow users and engagement?”*

If you are that person, then below are the things you would need to do:

- Choose in accordance with the other departments which metrics/KPIs (Key Performance Indicators) to focus on
- Bring in traditional and creative ideas on how to grow those KPIs
- A/B testing those ideas
- Analyse the data and users’ feedback
- Exchange ideas, data and feedback with other departments (Product, Marketing, Research and top management) to present results and make the product more user-centric
- Drive traffic to our website, landing pages, social media, apps and increase engagement
- Prioritise growth channels and optimise them
- Scale and automate the growth processes
- Create a Free A Billion contagion

The end goal of every growth hacker is to build a self-perpetuating marketing machine that reaches millions by itself. The following skills are required for that:

- Being data-driven and a data-geek: clear understanding of data, analytics, metrics and statistics
- Understand user behaviour and social networks
- Have experience in A/B testing and data analytics
- Excellent communication, with editing and copywriting skills
- Understanding of the lean start-up process, not be scared of pivoting
- Knowledge of inbound and outbound marketing
- Programming knowledge: not compulsory, but highly recommended
- Being performance and results-oriented
- Being curious and creative
- Being relentless in pursuit of growth