



Job title: Product Growth Hacker

About the role: If you have a knack for numbers and are passionate about experimenting in growth marketing, we have the perfect role for you.

As the Growth Hacker for Mool, you will play a crucial role in overseeing every facet of our all-in-one financial app. From determining product and brand positioning to growth hacking, you will drive usage, excite customers and nurture them.

With Mool offering a comprehensive financial product that helps users manage all their financial transactions and actions on one platform, the role requires you to be creative & unconventional with respect to your marketing strategies.

Apply if you have prior experience in leading a Performance/Digital Marketing team in a 0 to 2 B2C start-up. If you are also someone who understands the importance of re-imagining how Indians manage their money, you should be able to excel in this role!

About us: Mool is an all-in-one financial app where you can save, spend and invest your money with confidence. We understand that everyone deserves a good relationship with their money and growing your wealth should not be a difficult process. To help you gain financial freedom, we bring together champions of the financial service industry to champion you with best-in-class products.

Our ideal candidates will have the following qualities:

- Have more than 3 years of experience in a growth marketing role. Candidates with experience in FinTech, Tech, E-commerce and BFSI sectors will be preferred.
- Strong understanding of marketing analytics tools & their integration with remaining martech stack (e.g., Google Analytics, NetInsight, Appsflyer, WebTrends, SEMRush, Firebase etc.)
- Experience of managing any of the Martech platforms like Moengage, Adobe Campaigns, Netcore, Notify Visitors etc.
- Thorough understanding of digital marketing channels, analytics platforms & other related tools
- Proven experience of delivering business results through digital channels
- Expertise with user research, segmentation, and product positioning
- Familiarity with funnel steps and metrics across both B2C and B2B channels
- Ability to lead the planning & execution of multiple projects effectively through cross-functional collaboration

Roles and responsibilities:

- Oversee marketing automation & martech tool management for optimization of business KPIs



- Undertake segmented, personalised campaigns, journey orchestration & automation
- Increase sign up to activation rates for new users and retention among existing users through lifecycle marketing efforts
- Plan, develop and execute user engagement strategy and improving nudging strategies for consistent ROI growth and new customer acquisition through marketing automation tool
- Creating a digital marketing strategy with multi-channel planning in alignment with the business strategy & goals
- Create & manage portfolio of marketing channels and tactics (organic, email, personalization, paid search, paid social, programmatic, video, mobile, affiliate, etc) to run effective always-on media and cross-channel campaigns

Benefits and perks:

- Best-in-industry salary package
- 24 vacation days - no questions asked!
- Flexible working hours and No work weekends
- Industry leading Medical Plans
- ESOPs
- Energetic team that will always have your back
- Absolute freedom to do your best work

Interview process:

Interested candidates are expected to share their latest resume and a cover letter to talent@mool.one

We love keeping it short and quick. As soon as you submit your application, we'll get back to you within 3 working days on the next steps. If your initial application looks like a fit, someone from our team will get to know you better over a quick call.

If you get shortlisted for the next round, you may receive a challenge (that you can work on remotely) to assess your technical fit for the role. As the last step in the process, we will invite you to our office or remotely schedule calls to meet the team, chat with our co-founders, and collaborate on a live problem statement. The entire process should take between 7-10 days.

Good luck!