

# Chief Marketing Officer

*We are looking for a marketing expert who will collaborate with internal teams and external partners to deploy marketing campaigns for one of the most exciting Fintech products in India.*

*📍 Chennai, India*

*4 years work experience*

## Responsibilities

1. Create go-to-market plans, collaborating closely with product team, affiliate colleges and PR agencies to determine effective launch strategy, including rollout sequencing, creative asset development, and communication goals to best drive awareness, engagement, and adoption.
2. Build partnerships with colleges to integrate them onto product backend to allow smooth onboarding of their students in our app.
3. Create compelling stories around StuCred offerings and educate potential student users about benefits.
4. Engage with student influencers in meaningful debates surrounding the various problems our app solves.
5. Create messaging that fits the audience mindset/needs and maximizes the strengths of each channel or communication experience (e.g. on-campus advertising, in-product messaging etc.)
6. Develop core product positioning considering value proposition, target audience, competitive landscape, and other factors.

## Skills Required

1. Excellent english language writing skills.
2. Ability to fluently converse in Hindi.
3. Experience in marketing for a very succesful digital product.
4. Experience or Knowledge in Website Analytics and Conversion Rate Optimization tools are preferred.
5. Experience working with educational institutions and students is preferred.