



## Growth Hacker

### About Us:

100 MPH ([www.100mph.in](http://www.100mph.in)) is a fun, dynamic and growing environment introducing a new way to connect people with a shared passion and how they make bookings in the unstructured sports, games, activities, coaches and instructors industry.

We make playing and learning easier by finding the right people, venues, and events. If you are interested in changing the playground of the world and make life more joyful, fun, and exciting, then you've found the right place. Currently we are early stage start-up but with the foot on the gas pedal and have a plethora of projects and opportunities.

We are looking to hire bright, passionate, active individuals for our latest venture.

Ability includes out of box thinking, complex problem solving, sports/activities based knowledge, good relationship building skills, analytical skills, design, and marketing skills.

- A young organisation and there is tremendous scope for growth
- In a versatile, new industry you can be a part of something new and significant
- Is guaranteed to be a fun learning experience
- We are always glad to interact with bright individuals regardless

### Do you pass the litmus test

- Play a sport/game or has a regular hobby?
- Can you work in a challenging environment?
- Can you work on assigned tasks and with deadlines to be maintained?
- Are you interested in doing something unique?



## Profile:

### Growth Hacker

You will be responsible for Digital content, strategy and marketing. You should keep abreast of recent and new trends and viral concepts and utilize the same most effectively. You will generate reports and evaluate performance as compared to the goals and will adjust and revise strategy as necessary. You will manage design, content, social media, videos, promos, and infographics. This is a highly diverse role for someone that has a passion for digital and offline marketing, has excellent communication skills and an interest to grow progressively.

#### Main responsibilities

- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Devise and execute digital marketing strategies to support user development, marketing and branding initiatives to include but not limited to the development and implementation of the following:
  - SEO/SEM
  - Content Marketing
  - Web/online survey campaigns
  - Call to action landing pages
  - Social media engagement
  - Video marketing
  - Live video marketing
  - Electronic brochures and sales media
  - Multimedia presentations
  - Digital ads
  - Focussed User base marketing
  - Online community building
- Focus on 100MPH's brand and targeted message, our market and specific user interests, competitive scenario and sports and local industry analysis.
- Methods to maximize engagement and conversion of website traffic and social media traffic for prospective users to take a call to action (download the app)
- Methods to nurture both prospective and active customers through automated workflows in CRM systems and other marketing automation platforms
- Methods to measure performance through KPIs (conversion rate, leads generated, etc.) using systems like Analytics/MixPanel and compare them to marketing goals

#### Your profile

- Should at least have a bachelor's degree in public relations, marketing, advertising, journalism or corporate communications.
- At least 3 years of experience in online marketing, with a focus on SEO, PPC, PR/branding, content marketing, conversion optimization, marketing automation/prospect nurturing and reporting/analysis of performance.
- Energetic, hands-on and innovative
- Meticulous and a strong attention to detail



- Strong experience with digital marketing automation platforms such as Hootsuite, Hubspot, MailChimp, Typeform, Zapier
- Must be able to work in a fast-paced, team environment with tight deadlines and ever-changing priorities
- Email your portfolio and describe your experience in all the marketing tools that you have used over time