

Job Description: Digital & Ecommerce Strategist

Company: Aromatan Private Ltd

Title: Digital & Ecommerce Strategist

Contract Period: 2 years

Location: Turf Estate, Mahalaxmi, Mumbai (Travelling to the office everyday is essential for the role, Covid adjustments for what is legal and possible will be made on case-to-case basis)

Position Overview:

We are looking for a young, dynamic, aspiring **Digital & Ecommerce Strategist** – who loves analysis, with the curiosity to build, ideate & execute ecommerce strategies in an entrepreneurial environment. The role involves being a self-motivated part of a brand team. Core to this function is Marketplace & Native Digital Strategy - figuring out the best and most efficient way to reach consumers & maximize profit.

You will get fantastic exposure to performance marketing, a scientific understanding of digital marketing, data analysis and e-commerce funnel management and optimization, and all the elements that go into building a strong digital presence.

We operate 2 aromatic consumer brands – Aromafume & Dukhni – both of which are unique in nature, are in the middle of explosive growth in several countries and are bringing highly differentiated products to new consumer segments through first-to-market channels of sale!

Your primary challenge will be learning to understand marketing data, creating stronger reporting systems, and figuring out how to scale up performance marketing spends.

Responsibilities:

- 1) Develop & Execute Ecommerce & Digital Strategies
- 2) Improve & Optimize Ecommerce Funnel
- 3) Looking at holistic data for long term brand building

Skills & Requirements:

- **A good attitude**, and a commitment to ecommerce & digital marketing
- **Strong communication skills** and a desire to grow in the field of ecommerce
- **Team player** who works well with other people

Role & Benefits:

- Fulltime role fixed CTC is **360,000 INR per annum** – There is an additional variable annual bonus that is performance based.
- **Additional bonus & Benefits** pay-out will depend on the individual, team & organizational performance.

Next Steps:

Please go through the brand websites & social media pages

Dukhni: www.dukhni.com & @dukhnibakhoor (Instagram)

Aromafume: www.aromafume.com & @aromafume (Instagram)

Email us your CV to joinus@aromatan.com with **Digital & Ecommerce Strategist** in the email subject.

We promise a steep learning curve, a fun work environment and a lot of growth!! If this does not fit what you are looking for – tell a friend you think is up for the challenge! Both them, and us, will thank you for it!

Shortlisted candidates will be contacted to schedule phone interviews, followed by a video or an in person interview.

