

Job Notification Form, IIT Delhi

Company Overview

Name: Testbook Edu. Solutions.
Website: www.testbook.com
Company Type: Other (NA)
Description: <https://testbook.com/about-us>

Job Details

Designation: Associate Category Manager

Type: Management

Place of Posting: Navi Mumbai

Job Details: Job Description
As Associate Category Manager, you will work closely with the Marketing Head and the Marketing Team. You will be responsible for building & managing exam categories to drive growth and engagement.

Roles and Responsibilities

- Management of category life cycle involving customizing category features, packaging, pricing based on global consumer needs, launch, manage ongoing operations and work toward expansion of category.
- Ownership of Top Line and Bottom Line of the category for the online business and P&L Management.
- Develop the core positioning and messaging for the category.
- Driving the complete category strategy & roadmap, category development priorities, and release plans.
- Set strategic category direction based on customer and business needs.
- Conduct comprehensive industry trend analysis, including market, competitive and pricing trends.
- Develop sales enablement tools and train sales teams to win in the category.
- Drive, manage and track sales productivity initiatives and online marketing campaigns for the said category.

An ideal candidate would have

- Strong time management and organizational skills
- Strong analytical skills
- Great interpersonal skills
- Proven ability to work with cross-functional teams

Joining By: 6 June 2022

Salary Details

CTC:	1,100,000 INR Per Annum
Gross:	978,400 INR Per Annum
CTC Breakup:	10LPA (Fixed) + 1L (Annual Performance Bonus)

Selection Process

Resume Shortlist:	Yes
Written Test:	No
Online Test:	Yes
Group Discussion:	No
Medical Test:	No
Personal Interview:	Yes
No. of Rounds:	2/3
No. of Offers:	5

Eligibility

Recruiting PHDs:	No
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Eligible Departments:	B.Tech in Biochemical Engineering & Biotechnology, B.Tech in Chemical Engineering, B.Tech in Civil Engineering, B.Tech in Computer Science & Engineering, B.Tech in Electrical Engineering, B.Tech in Electrical Engineering (Power and Automation), B.Tech in Engineering Physics, B.Tech in Engineering and Computational Mechanics, B.Tech in Materials Engineering, B.Tech in Mathematics & Computing, B.Tech in Mechanical Engineering, B.Tech in Production & Industrial Engineering, B.Tech in Textile Engineering, B.Tech and M.Tech in Biochemical Engg & Biotechnology, B.Tech and M.Tech in Chemical Engineering, B.Tech and M.Tech in Computer Science & Engineering, B.Tech and M.Tech in Mathematics & Computing, M.Tech in Applied Optics, M.Tech in Atmospheric-Oceanic Science and Technology, M.Tech in Biomedical Engineering, M.Tech in Chemical Engineering, M.Tech in Communications Engineering, M.Tech in Computer Science & Engineering, M.Tech in Computer Technology, M.Tech in Construction Engineering & Management, M.Tech in Control & Automation, M.Tech in Energy & Environment Technologies and Management, M.Tech in Energy Studies, M.Tech in Engineering Analysis & Design, M.Tech in Environmental Engineering & Management, M.Tech in Fibre Science &
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Technology, M.Tech in Geotechnical and Geoenvironmental Engineering, M.Tech in Industrial Engineering, M.Tech in Industrial Tribology & Maintenance Engineering, M.Tech in Instrument Technology, M.Tech in Integrated Electronics & Circuits, M.Tech in Materials Engineering, M.Tech in Mechanical Design, M.Tech in Molecular Engineering: Chemical Synthesis & Analysis, M.Tech in Optoelectronics & Optical Communication, M.Tech in Polymer Science & Technology, M.Tech in Polymer Science and Technology, M.Tech in Power Electronics, Electrical Machines & Drives, M.Tech in Power Systems, M.Tech in Production Engineering, M.Tech in Radio Frequency Design & Technology, M.Tech in Rock Engineering & Underground Structures, M.Tech in Solid State Materials, M.Tech in Structure Engineering, M.Tech in Telecommunication Technology & Management, M.Tech in Textile Chemical Processing, M.Tech in Textile Engineering, M.Tech in Thermal Engineering, M.Tech in Transportation Engineering, M.Tech in VLSI Design Tools & Technology, M.Tech in Water Resources Engineering, M.Sc in Chemistry, M.Sc in Cognitive Science, M.Sc in Economics, M.Sc in Mathematics, M.Sc in Physics, B.Tech in Civil Engineering and M.Tech in Geotechnical and Geoenvironmental Engineering, B.Tech in Mechanical Engineering and M.Tech in Thermal Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Civil Engineering and M.Tech in Structural Engineering, B.Tech in Civil Engineering and M.Tech in Construction Engineering & Management, B.Tech in Textile Engineering and M.Tech in Computer Science & Engineering, B.Tech in Engineering Physics and M.Tech in Computer Science & Engineering, B.Tech in Chemical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Production & Industrial Engineering and M.Tech in Computer Science & Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Production & Industrial Engineering and M.Tech in Production Engineering, M.S.(R) in Applied Mechanics, M.S.(R) in Biochemical Engineering and Biotechnology, M.S.(R) in Biological Sciences, M.S.(R) in Telecommunication Technology and Management, M.S.(R) in Civil Engineering, M.S.(R) in Chemical Engineering, M.S.(R) in Computer Science & Engineering, M.S.(R) in Electrical Engineering, M.S.(R) in Sensors, Instrumentation and Cyber-physical System Engineering, M.S.(R) in Automotive Research and Tribology, M.S.(R) in VLSI Design Tools and Technology, M.S.(R) in Mechanical Engineering, M.S.(R) in Materials Science and Engineering, M.S.(R) in Information Technology, M.B.A. (General), M.B.A. (with focus on Management Systems), M.B.A. (with focus on Telecommunication Systems management), M.B.A. (with focus on Part Time), Master of Design in Industrial Design, Master of Design in Industrial Design, Post Graduate Diploma for Visionary Leadership in Manufacturing, B.Tech in Civil Engineering and M.Tech in Water Resources Engineering