

Company : Testbook
Company Name : www.testbook.com
Nature Of Business : Education
Designation : Associate Category Manager

Tentative Job Location : Navi Mumbai

Associate Category Manager

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

â— 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.

â— Ownership of Top Line and Bottom Line of the category for the online business and P&L Management.

â— Develop the core positioning and messaging for the category.

â— Driving the complete category strategy & roadmap, category development priorities, and release plans.

â— Set strategic category direction based on customer and business needs.

â— Conduct comprehensive industry trend analysis, including market, competitive and pricing trends.

â— Develop sales enablement tools and train sales teams to win in the category.

â— Drive, manage and track sales productivity initiatives and online marketing campaigns for the said category.

Description :

An ideal candidate would have

â— Strong time management and organizational skills

â— Strong analytical skills

â— Great interpersonal skills

â— Proven ability to work with cross-functional teams

About Company

Testbook.com is one of the leading online learning platforms, currently focussed on Engineering and Government Job Exams and with an eye to capture JEE, Medical, UPSC and international exams.

Testbook believes technology and data science will play a pivotal role in new age learning. We, as an EdTech platform, help students all across the country to learn, practice, analyse their performance, know their weaknesses/strengths and take better actions towards their exam preparation. The fastest rising startup in the EdTech space, Testbook is poised to revolutionize the industry.

With a registered user base of over 90+ lakh students, 300+ crore questions solved on the WebApp and a knockout Android App, Testbook has raced to the front and is ideally placed to capture bigger markets.

Testbook is the perfect incubator for talent. You come, you learn, you conquer. You train under the best mentors and become an expert in your field in your own right. That being said, the flexibility in the projects you choose, how and when you work on them, what you want to add to them is respected in this startup. You are the sole master of your work. The IIT pedigree of the co-founders has attracted some of the brightest minds in the country to Testbook. A team that is quickly swelling in ranks, it now stands at 200+ in-house employees and hundreds of remote interns and freelancers.

	Program	AE	BSBE	CE	CHE	CSE	EE	ES	ME	MSE	PHY	CHM	MTH	ECO	DES	IME	CGS	HSS	EEM	MSP	NET	PSE	Stats
	BT	Yes	No	Yes	Yes	Yes	Yes	--	Yes	Yes	--	--	--	--	--	--	--	--	--	--	--	--	--
	BS	--	--	--	--	--	--	Yes	--	--	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
	MT	No	No	No	No	No	No	No	No	No	--	--	--	--	--	No	--	--	No	No	No	No	--
	DoubleMajor	Yes	No	Yes	Yes	Yes	Yes	--	Yes	Yes	No	No	No	No	--	--	--	--	--	--	--	--	--
	dual	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
Eligibility :	dualB	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	--	--	Yes	--	Yes	Yes	--
	dualC	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--
	Mdes	--	--	--	--	--	--	--	--	--	--	--	--	No	--	--	--	--	--	--	--	--	--
	MBA	--	--	--	--	--	--	--	--	--	--	--	--	--	--	No	--	--	--	--	--	--	--
	Phd	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
	MSc	--	--	--	--	--	--	--	--	--	No	No	No	--	--	--	--	--	--	--	--	--	No
	MSR	No	No	No	No	No	No	--	No	No	--	--	--	--	--	--	No	--	--	--	--	No	--

Cost to Company : 11 LPA

Package Details : 10 L Fixed Component

Bond : 1 L (Performance Bonus)

CPI CutOff : False

Medical Requirments 0.0

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Resume Shortlist :	True
Resume Shortlist Criteria:	N/A
Aptitude Test:	True
Aptitude Test	N/A
Duration:	
Group Discussion:	False
Technical Test:	False
Technical Interview:	True
Technical Interview	N/A
Duration:	
Number of Techincal Interview Rounds:	0
HR Interview:	True
HR Interview	N/A
Duration:	
Additional Information:	