

Marketing & Sales Lead - OhhSpaces

Location: Pune (Hybrid/On-site) | Full-time

Department: Growth & Sales

Reports to: CEO

About OhhSpaces

We're building India's smartest coworking SaaS platform. We automate everything from bookings to payments to access control for premium coworking spaces. Our first 300+ seat space in Lulla Nagar, Pune combines architect-designed interiors with seamless tech experience.

Now we're scaling. And we need someone who can turn awareness into revenue.

The Role

You'll be our first dedicated marketing and sales hire—owning the entire funnel from lead generation to closed deals. This is a 0→1 growth role where you'll build systems, run campaigns, close enterprise deals, and directly impact revenue.

You'll wear three hats:

1. Digital Marketing & Lead Generation

- Plan and execute digital campaigns across LinkedIn, Instagram, Google Ads
- Create content strategy for social media and website
- Build email marketing campaigns for lead nurturing
- Run A/B tests on landing pages and ad creative
- Track metrics: CAC, conversion rates, lead quality
- Manage SEO/SEM strategy for local search visibility

2. B2B Sales & Enterprise Deals

- Handle inbound B2B inquiries from space owners wanting our platform
- Close bulk booking deals (20+ seats, corporate clients)
- Manage sponsorship and partnership opportunities
- Create proposals, negotiate pricing, and close contracts
- Build relationships with HR managers and office admins
- Develop case studies and sales collateral

3. Lead Management & Conversion

- Manage entire sales pipeline in CRM (we'll set this up together)
 - Follow up on all booking inquiries (day pass, weekly, monthly)
 - Convert website visitors and app downloads into paying members
 - Handle objections and nurture warm leads
 - Track conversion metrics and optimize the funnel
 - Coordinate with operations team for smooth member onboarding
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What Success Looks Like

Month 1:

- Set up CRM and lead tracking system
- Launch first digital campaign
- Close 5+ bulk booking inquiries
- Create sales playbook for different customer segments

Month 3:

- Consistent 30+ qualified leads per week
- 20% lead-to-booking conversion rate
- 2-3 B2B partnership deals closed
- Active social media presence with engagement

Month 6:

- Predictable lead generation machine
 - ₹10L+ monthly revenue from your efforts
 - Corporate client pipeline established
 - Marketing + sales systems ready to scale
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You're Perfect If You Have:

Required:

- 2-4 years in digital marketing, sales, or growth roles
- Proven track record of lead generation and conversion
- Experience with paid ads (Meta, Google, LinkedIn)
- Strong understanding of B2B sales cycles
- Excellent communication skills (English + Hindi)
- Comfortable with data, metrics, and reporting
- Self-starter who can build processes from scratch

Bonus Points:

- Experience in proptech, coworking, or SaaS
- Knowledge of CRM tools (HubSpot, Zoho, Salesforce)
- Content creation skills (writing, basic design)
- Event management experience
- Pune-based network in startup/corporate community

Your Personality:

- Hungry for results and driven by targets
 - Comfortable with ambiguity and rapid iteration
 - Mix of creative (campaigns) and analytical (metrics)
 - Can switch between marketing strategy and closing deals
 - Not afraid to pick up the phone and follow up
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What You'll Work With

Tools & Budget:

- Digital marketing budget for ads and campaigns
- CRM system (your choice - we'll implement together)
- Design support for creatives
- Access to our booking platform and app for demos
- Marketing automation tools (email, social scheduling)

Team:

- Report directly to Onkar (CEO) and Ancy (Co-founder)
 - Work closely with Operations (Aman) for lead handoffs
 - Collaborate with Tech (Bipin) on landing pages and analytics
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What We Offer

Compensation:

- **Fixed:** ₹4-5L per year (based on experience)
- **Variable:** Up to ₹1L annually in performance bonuses
- **Commission:** 2-5% on B2B deals you close
- **Total potential:** ₹7-8L+ for high performers

Growth:

- Own the entire growth function as we scale

- Fast track to Head of Growth/Marketing as we expand to more cities
- Direct impact on company revenue and trajectory
- Learn SaaS business model end-to-end

Perks:

- Flexible work hours
 - Free coworking membership at our space
 - Laptop + phone allowance
 - Budget for courses/certifications
 - Startup equity options for the right candidate
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How to Apply

Send to: [your email]
Subject: "Marketing & Sales Lead - [Your Name]"

Include:

1. **Resume** with relevant experience highlighted
2. **One paragraph** explaining your best lead generation campaign (results included)
3. **Your LinkedIn profile** link
4. **Answer this:** If you had ₹50k to spend on marketing OhhSpaces this month, what would you do? (200 words max)

Portfolio bonus: Share any campaigns, content, or sales decks you've created

Day in the Life

Morning (9-11 AM):

- Review overnight leads and inquiries
- Follow up on hot prospects via call/email
- Check campaign performance and adjust bids

Midday (11 AM-2 PM):

- Client meetings for bulk bookings or B2B partnerships
- Create content for social media posts
- Coordinate with operations on member feedback

Afternoon (2-5 PM):

- Plan upcoming campaigns and events

- Update CRM and sales pipeline
- Work on proposals or marketing collateral

Evening (5-6 PM):

- Analyze metrics and prepare daily report
- Schedule next day's tasks and follow-ups

Reality check: Startups are dynamic. Some days you'll be at networking events. Other days you'll be deep in spreadsheets. That's the fun.

FAQs

Q: Is this a sales role or marketing role?

Both. You'll generate demand (marketing) and close deals (sales). Think of it as "growth."

Q: What's the commission structure?

- Individual bookings: Part of performance bonus
- B2B deals (bulk/corporate): 2-5% commission on contract value
- Space owner partnerships: TBD based on deal structure

Q: Do I need coworking experience?

No. We prefer someone with strong marketing/sales fundamentals who can learn the industry fast.

Q: What's the team culture like?

Small (4 people currently), fast-moving, high autonomy. We care about results, not face time. If you need hand-holding, this isn't the place.

Q: Remote or office-based?

Yes. You should be in Pune and comfortable being at the Office 5 days/week for meetings, events, and client visits.

Q: How many leads should I expect to handle?

Start: 10-20/week. Within 2 months: 50-100/week. You'll build systems to scale.