

Proforma

Companies open to your department

Company :	Testbook
Company Name :	www.testbook.com
Nature Of Business :	Education
Designation :	Associate Category Manager
Tentative Job Location :	Navi Mumbai
	Associate Category Manager
	<p>Job Description</p> <p>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.</p> <p>Roles and Responsibilities</p> <ul style="list-style-type: none">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. <p>An ideal candidate would have</p> <ul style="list-style-type: none">â— Strong time management and organizational skillsâ— Strong analytical skillsâ— Great interpersonal skillsâ— Proven ability to work with cross-functional teams <p>About Company</p> <p>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</p>

Department BT BS MT DoubleMajor dual dualB dualC Mdes MBA Phd MSc MSR

11 LPA
10 L Fixed Component

False

True

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