## **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** 

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.

 $\rm \hat{a}-$  Ownership of Top Line and Bottom Line of the category for the online business and  $\rm P\&L$ 

Management.

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

 $\hat{a}-$  Driving the complete category strategy & roadmap, category development priorities, and

release plans.

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

 $\hat{a}-\text{Conduct comprehensive industry trend analysis, including market,}\\$ 

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.

An ideal candidate would have

â— Strong time management and organizational skills

â— Strong analytical skillsâ— 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  ${\sf Testbook}$ 

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

Description:

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  $\frac{1}{2}$ 

interns and freelancers.

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

AE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
BSBE	N	-	N	N	Y	Y	Y	-	-	N	-	N
CE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
CHE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
CSE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
EE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
ES	-	Y	N	-	Y	-	Y	-	-	N	-	-
ME	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
MSE	Y	-	N	Y	Y	Y	Y	-	-	N	-	N
PHY	-	Y	-	N	Y	Y	Y	-	-	N	N	-
CHM	-	Y	-	N	Y	Y	Y	-	-	N	N	-
MTH	-	Y	-	N	Y	Y	Y	-	-	N	N	-
ECO	-	Y	-	N	Y	Y	Y	-	-	N	-	-
DES	-	-	-	-	-	-	Y	N	-	N	-	-
IME	-	-	N	-	-	Y	Y	-	N	N	-	-
CGS	-	-	-	-	-	-	-	-	-	N	-	N
HSS	-	-	-	-	-	-	-	-	-	N	-	-
EEM	-	-	N	-	-	Y	-	-	-	N	-	-
MSP	-	-	N	-	-	-	-	-	-	N	-	-
NET	-	-	N	-	-	Y	-	-	-	N	-	-
PSE	-	-	N	-	-	Y	-	-	-	N	-	N
Stats	-	-	-	-	-	-	-	-	-	N	N	-

11 LPA

10 L Fixed Component

Package Details:

Cost to Company:

Eligibilty:

1 L ( Performance Bonus)

Bond : False

 $Medical\ Requirements:$ 

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

HR Interview: True
HR Interview Duration: N/A