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About Haqdarshak

Haqdarshak is a social enterprise working to make welfare schemes more accessible to citizens by leveraging technology. Our multi-state, multi-lingual, web and mobile technology platform and product line helps citizens discover, apply for, and benefit from, government and private schemes that they qualify for. They can use the platform through a local trained facilitator, the 'Haqdarshak', or themselves, on payment of a small service fee, which makes it financially sustainable. The 'Haqdarshaks', as they are called, are people from the community and working on an incentive-based model where the income is based on the number of citizens assisted in availing benefits of schemes. Please visit our website www.haqdarshak.com.

We have received a number of accolades in the past including being selected as one of the top 10 finalist of the Innovate for Digital India Challenge run by CIIE on behalf of mygov.in and Intel, top 5 in the Harvard-IIT Delhi Social Challenge, 2016, winner of the NASSCOM social innovation forum NSIF 2016. We were also one of the winners of the Facebook Code for Next Billion challenge. We have continued to receive awards, accolades and grants through 2020 as well.

Our major partners include TATA Trusts, PRADAN, Swades, Crisil Foundation, DHFL Foundation, Ambuja Cements Foundation, Godrej Properties, and J-PAL among others. We are engaged with government departments from the states of Rajasthan, Chhattisgarh, Haryana, Maharashtra and Tamil Nadu, and we plan to expand our reach further.

Technology at Haqdarshak is a critical enabler in our mission to reach over a million Indians in the next few years to help them access welfare entitlements. We are now building our next generation platform to transform how Indians access their entitlements. We are also leveraging our technology extensively to reach as many citizens and connect them to eligible benefits during the COVID19 crisis.

We are looking for a **Full-time Product Marketing Manager** based out of our offices in Pune (preferred) or Bangalore

Who you are?

You will make an ideal candidate if you are passionate about leveraging your creativity, communication skills and analytical abilities towards driving the narrative around our products that potentially impacts millions.

- Eager to work in a startup, roll-up-your-sleeves and get-things-done
- Bring a can-do attitude and creative problem-solving skills to deliver strong outcomes in a resource constrained environment
- Have demonstrated experience taking products from 0-10x through use of differentiated



positioning, well-defined marketing strategies and owning the end to end execution of such strategies

- Have experience in market analysis, competitive positioning, pricing strategies and successfully developed go-to-market plans
- Have managed product marketing budgets, interacted/ managed service providers/agencies, and been responsible for product P&L and growth metrics
- Experience with products that cater to low-income, low-literacy populations a definite plus
- Working knowledge of web analytics tools (Google Analytics, WebTrends)
- Excellent communication skills, background in design and copywriting is a plus

What you will do?

As a key member of the Organization, you will work closely with the Product and Growth vertical leaders to help us drive product-led growth for the company overall.

- You will own the product marketing goals and will be responsible for success of HESPL products -both B2C and B2B- with support from the leadership and product management team
- You will own product metrics around user base, revenue, and growth rate etc. and be actively involved in strategic planning with the leadership of the HESPL
- You will own and drive the execution of all product marketing activities including market research, competitive analysis, planning, positioning, advertising, launch to drive product growth
- Develop product messaging that differentiates new products/ services from others in market
- Design and drive marketing events, both internally and externally, to promote the story of our product including webinars, roadshows, PR campaigns, and social media events
- Craft impactful campaigns with relevant messaging across various channels
- Drive product launch/feature releases including working with product management team members and sales teams
- Assist sales on calls when appropriate to provide deeper insights into the product to potential customers
- Create product content such as case studies, videos, website copy and blog posts
- Manage overall marketing budget and approval processes
- Support leadership in hiring/ mentoring of other marketing/product roles

Why you should join us?

We provide opportunities for work that can influence millions and a great exposure to the welfare ecosystem in India as we increase our technology-driven offerings with key ecosystem players. As a product marketing manager, you will have the opportunity to drive the narrative around Haqdarshak products to increase the impact of work that Haqdarshak does. We have a collaborative work environment where each person brings their passion and skills to make an impact

If you are interested, please drop us an email at jobs@haqdarshak.com along with your CV and a brief cover letter on why you are interested in this position