

Job Title: Startup Marketing Manager (3 to 5 Years Experience)

About the Company: We are a fast growing SaaS startup building AI powered hiring and interview automation tools. We help companies hire faster, cheaper, and with better candidate quality using automation, data, and AI driven workflows.

Role Overview: We are looking for a highly execution focused Marketing Manager who understands how to grow a startup from zero to traction. This role is not about running generic brand campaigns. It is about building demand, driving leads, and creating repeatable growth systems using performance marketing, content, and product led growth. You will directly own growth numbers such as inbound leads, demo bookings, signups, and conversions.

Key Responsibilities: Plan and execute multi channel marketing across LinkedIn, X, SEO, email, communities, and partnerships. Build and optimize lead funnels from first click to demo booking to paid conversion. Run performance marketing experiments on Google, LinkedIn, and retargeting platforms. Own content strategy including landing pages, case studies, social posts, email sequences, and website copy. Work closely with product and sales to improve activation, onboarding, and retention. Set up marketing automation using CRM, email, and tracking tools. Track, analyze, and improve metrics like CAC, LTV, funnel conversion rates, and churn. Build founder brand and product brand through consistent storytelling and product driven marketing.

Required Experience: 3 to 5 years of hands on startup marketing experience. Experience growing SaaS or B2B products. Strong understanding of funnels, conversion optimization, and growth loops. Experience running paid ads, email marketing, SEO, and social growth. Ability to write high quality copy for landing pages, emails, and social posts. Comfortable working with data, analytics, and A/B testing.

Nice to Have: Experience with AI products, developer tools, or HR tech. Experience with tools like HubSpot, Webflow, Google Analytics, Mixpanel, or similar. Understanding of product led growth and onboarding flows.

What You Will Get: Direct ownership of growth. Opportunity to build a category defining product. High learning, high impact, high responsibility role. Work closely with founders and engineering teams.

Location: Remote or Bangalore

Compensation: Competitive with performance based incentives