

TravClan - Director- Marketing

About us:

We are a well funded B2B travel tech startup. We have raised ~USD 5mn Pre Series A investment round despite the global pandemic and are looking to grow our Demand & Growth team. We are growing rapidly. We have crossed our pre-covid numbers. We want to become the world's biggest B2B travel company by enabling over million travel agents, travel entrepreneurs and influencers to grow their business, and achieving Annualized GMV of \$25 billion by 2026.

Profile Overview:

Director- Marketing at TravClan is a key role where an ideal candidate will be responsible for creating and executing our marketing strategy, lead marketing campaigns, evaluate marketing performance metrics, and collaborate with internal teams to build a highly engaged community of travel entrepreneurs and drive growth through digital means.

Growth Prospects:

- **Annual CTC - ₹50 to 70 LPA**
- **ESOPs** + promotions + aggressive growth prospects (read further) !
- **Fast Appraisal** - Despite Covid, we had appraisals in 6 months in Jan & July 2020
- **Aggressive Hikes** - In May 2021 - Avg Hike was 35%

Whats on Offer:

- **Reporting directly to founders**
- **Work with a young & passionate team** to excel and make an impact
- **Fast Career Growth** with fast appraisals and fast salary increase
- Super **passionate team** with deep conviction which has stayed together during covid.
- Very **high ownership** role in a fast paced environment
- **Great Culture** -> No hierarchy / politics nonsense guaranteed!

Our founding team:

The founding team has aced their respective leadership roles at successful internet startups in India, which are as follows:

- **Arun- Cofounder**, leads marketing, Ex Cars24, TravelTriangle, IIM Bangalore.
- **Ashish- Cofounder**, leads technology, Ex CTO Cars24, CTO FabFurnish, Gaadi.
- **Chirag- Cofounder**, leads business, Ex Oyo, TravelTriangle, IIM Ahmedabad, IIT Roorkee.

Company Profile:

- You read the detailed company profile [here](#).
- To know more about us, have a look at a [few videos on Youtube!](#)

What do we value?

- **We are a team of believers.** At the same time, we are constantly learning and growing. We are on an audacious mission and a rock-solid belief we can get there.
- **We dream big, yet we start small and start quickly.** We are not deterred by the extra effort needed to relentlessly execute, iterate, execute to realize our dreams.
- **We are a team of differentiated and ambitious individuals,** united by a common goal. We are a single team, where every member is important.
- **We believe flexibility in roles and freedom to execute ideas** are the two foundation values for aggressive growth.
- **We constantly protect and evolve our culture.** As a super energetic and experienced team, we want to enjoy the time we spend together.

What we are looking for:

Roles & Responsibilities:

- Creating marketing plan & shaping the vision + go to market strategy for the company
- Define and execute the marketing and communication activities
- Coordinate all marketing activities to grow the business
- Build marketing plans and budgets for the smooth operation of marketing campaigns.
- Create and monitor marketing spends
- Work on growing and shaping the brand
- Work on event marketing to engage with millions of customers across the globe
- Work on content marketing which powers millions of customers business growth

Desired Candidate Profile

- Ethical, hardworking, and passionate about startups mindset
- Minimum 5 years of experience in marketing roles
- Excellence / Ambition / Hard working attitude reflected in past profile (Strong educational background or demonstrated ability to outperform in previous roles)
- Prior Startup experience must
- Willing to learn more

The Recruitment Process:

1. Aptitude Test & Marketing Task : The first step of the recruitment process is a basic 30 minutes aptitude test along with a marketing assignment which tests the basic design knowledge of the candidate.

2. Personal Interviews: 2-3 video interviews. Detailed discussions about the job profile, company & candidature are discussed in these rounds.

3. Extending an offer: On successfully clearing the interview rounds, the job offer is extended to the candidate. This includes financial benefits, ESOPs and many other benefits.

Important Points:

- Office Location- Connaught Place, Delhi
- Timings - 9.30am to till work gets over

Looking forward to having you on board with us!