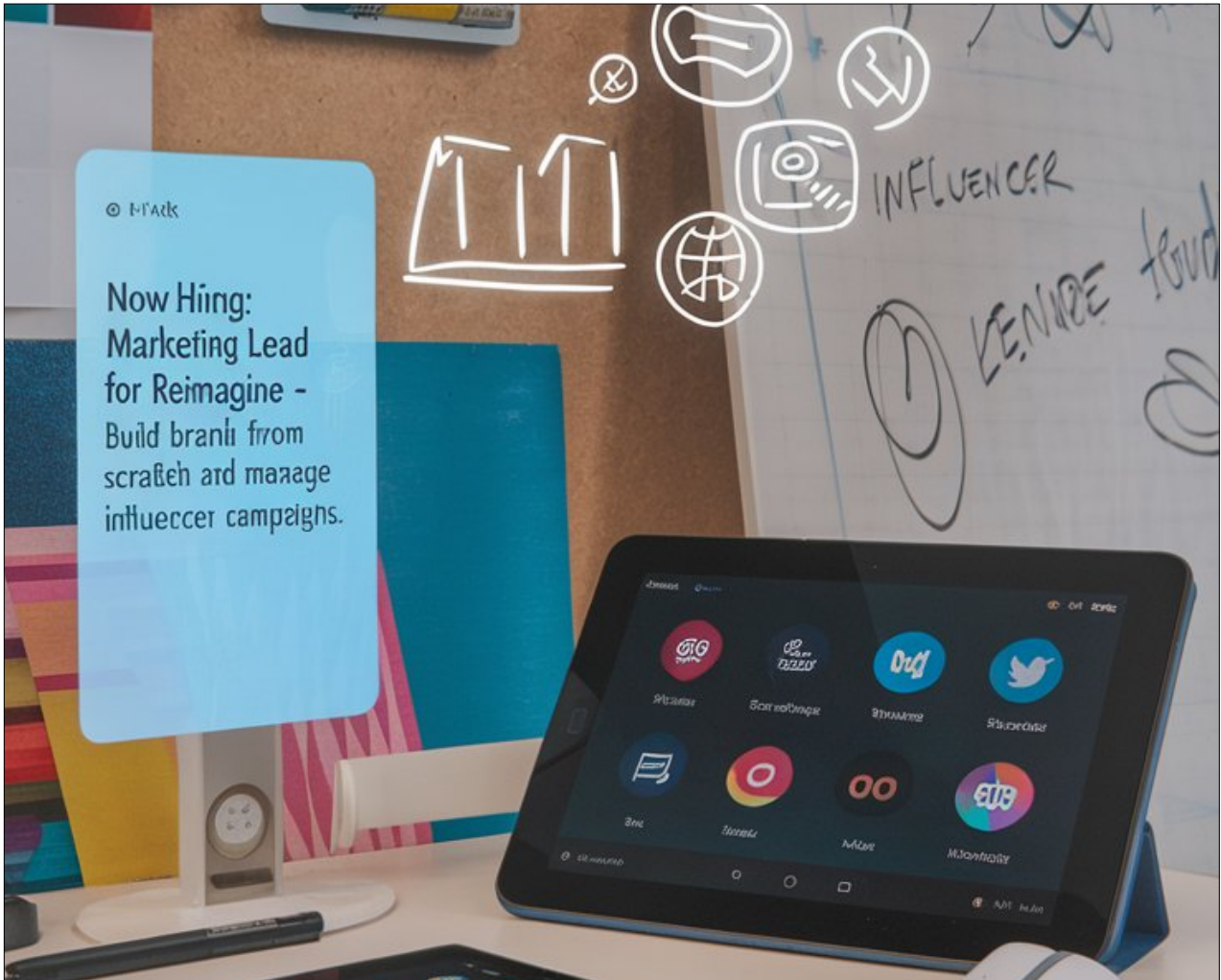


MARKETING LEAD — — — REIMAGINE EPP PVT LTD



Job Offer

Prepared for: Potential Marketing Lead Candidates

Prepared by: Lakshya Agrawal, Founder & CEO

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Job Number: #07:5:242

EXECUTIVE SUMMARY

Relmagine EPP Pvt. Ltd. is a cutting-edge startup focused on revolutionizing education technology through sustainable, paper-like e-ink writing tablets designed for students, educators, and professionals. We aim to disrupt traditional educational methods by blending innovative technology with eco-friendly design, making digital learning more accessible and effective.

JOB OVERVIEW:

We are seeking a Marketing Lead with deep expertise in digital marketing, brand building, and influencer campaigns. You will be responsible for shaping and executing the marketing strategy, driving awareness, and ensuring Relmagine becomes a household name in the EdTech space. This role will involve outreach to key influencers like Tech Burner, Ranveer Allahbadia, and Dhruv Rathee, and managing digital campaigns that generate organic traction for our product.

KEY RESPONSIBILITIES:

Digital Marketing Strategy:

- Develop and implement an overarching digital marketing strategy that promotes brand awareness, builds a loyal customer base, and drives lead generation through online channels.

Influencer Campaigns:

- Lead the outreach and collaboration efforts with top tech influencers, YouTubers, and educational thought leaders (e.g., Tech Burner, Ranveer Allahbadia, Dhruv Rathee, etc.). Secure partnerships and develop content strategies that align with our brand identity.

Content Creation & Social Media Management:

- Manage all digital content creation and ensure timely publishing across social media channels (Instagram, LinkedIn, Twitter). Post regular updates, behind-the-scenes videos, and educational content to build an engaged community.

Partnership Management:

- Identify potential partners in the educational field, such as schools and colleges, to drive awareness and adoption of Relmagine products. Handle communication and collaboration with partners.

Data Analytics and Reporting:

- Monitor, measure, and analyze the performance of digital marketing efforts. Create detailed reports on campaign performance, user engagement, and ROI to adjust strategy as necessary.
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QUALIFICATIONS:

Experience:

- At least 2 years of experience in digital marketing, with a proven track record of managing successful campaigns and building brands from scratch. Experience with EdTech or technology products is a plus.

Skills:

- Expertise in influencer marketing, social media strategy, and content creation. Strong proficiency in using digital marketing tools such as Google Analytics, SEMrush, HubSpot, and social media ad platforms.

Creativity:

- Ability to think outside the box and develop creative marketing strategies that stand out in a competitive market.

Communication:

- Excellent verbal and written communication skills. Ability to pitch and negotiate with influencers and partners effectively.

Adaptability:

- Comfortable working in a fast-paced, startup environment. Flexibility to pivot strategies when necessary.

PERKS:

- Salary with performance-based bonuses.
 - Equity options are available for the right candidate.
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- Opportunity to work in a fast-growing EdTech startup with a mission-driven, passionate team.
- Hybrid work environment.
- Health and wellness benefits.

SCREENING QUESTIONS:

1. Do you have at least 2 years of experience in digital marketing?
(Yes/No)
2. Have you successfully managed influencer marketing campaigns with key influencers or YouTubers in the past?
(Yes/No)
3. How many digital marketing tools (e.g., Google Analytics, SEMrush, HubSpot) are you proficient in?
(Number)
4. Have you managed social media content and strategy across multiple platforms like Instagram, LinkedIn, and Twitter?
(Yes/No)
5. Have you previously worked in a fast-paced, startup environment?
(Yes/No) Company Name

WHAT'S NEXT...

If you're excited about creating a brand from the ground up and working with top influencers to drive digital transformation in education, we want to hear from you. Please send your resume and a brief cover letter detailing your digital marketing experience and why you're excited to work with ReImagine to "connect@reimaginepaper.com"
