

# ARE YOU A DIGITAL MARKETER?

Help us reach 1.2 Cr girls  
a year to teach them  
about periods.

**JOIN THE TEAM**

Work from home



## About Menstrupedia

Menstrupedia is a fast growing startup that offers high social impact educational materials in the form of comic books and animation videos. The materials developed by Menstrupedia are used by over 10,000 schools and hundreds of NGOs, Corporates and Government organizations across India and several other countries across the globe. Our founder Aditi Gupta was a Forbes 30 under 30 achiever and our work is featured on international platforms like TED, TIME, Wallstreet Journal for leading the menstrual awareness drive in India and educating 1.7 million girls so far.

## We are social

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## What you'll do at Menstrupedia

- You'll be aiming for a ridiculously ambitious goal of making every 9 year old girl in India, "period-ready" by reaching out to them (and their parents) on digital media at the right time and helping them with our educational tools.
- You'll be responsible for running and scaling up our online marketing. You'll allocate ad budgets and run lots and lots of marketing experiments across various platforms.
- You'll dive into tons of analytics and ad performance data and draw insights from them.
- You'll collaborate with team members from creative, content and technical background to make marketing decisions.

In short, it's going to be an adventure in the digital realm with a gigantic social impact!



Menstrupedia

[www.menstrupedia.com](http://www.menstrupedia.com)

# What we are looking for

## Essential

- You are a pro at Facebook ads and Google analytics with a proven track record of running and scaling paid promotions.
- Your decisions are data driven.
- You have a knack for drawing simple insights from complex data and communicating it in simple terms to the rest of the team.
- You can provide actionable inputs on ad copy and imagery that lead to high performing ad creatives.

## Desirable

- You have at least 18 months of experience running and scaling up paid marketing campaigns on Facebook.
- You are an expert at using Google spreadsheet / Microsoft excel.
- You have excellent copywriting skills.
- You have set up and run automated email marketing campaigns.

## Salary

₹3.6Lakh - ₹5.4Lakhs a year

## Job type

Full time

## Location

Work from home, or wherever you are

# What's it like, working with us



At Menstrupedia you'll find a culture that fosters constant growth and learning so that you grow on a professional as well as personal level. You would be part of a close-knit team that actively collaborates and even coaches each other. We have an open work culture with a flat hierarchy where everyone's just a call away. When you take up a task, you own it and have the freedom to succeed at it your way.

We strive to create an environment where everyone can express themselves without the fear of being judged. Mistakes are seen as opportunities to learn. We challenge each other to push boundaries and step out of comfort zones. We challenge norms, pour our hearts and minds into our work and never give up. It can be overwhelming at times but then nothing great has ever been achieved by being comfortable and complacent. When you leave our team for another opportunity, we'll support you through referrals and recommendations and we'll take great pride in being a part of your growth.

# How to apply

Send the following to [jobs@menstrupedia.com](mailto:jobs@menstrupedia.com)

1. Your resume
2. A paragraph on why you think you are suitable for this role

Mention in subject - Application for Digital Marketing

Last date for applying: 31st October 2020