

# **Growth Lead - Founders office**

**Position:** *Growth Lead (fulltime)*

**Location:** *Delhi (In Person) office at World Trade Center Narouji Nagar*

**Company:** *Hrim Innovation LLP*

**Experience Level:** *3+ years across marketing, growth, or strategy*

**Educational Background:** *Degree in marketing, business, communications, or related (or equivalent experience)*

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## **ABOUT HRIM**

Hrim is an innovation company that specializes in 0-1 journeys with a portfolio of internal and external products. We create products and services that are unique, meaningful, and audacious.

<https://www.hriminnovation.com/>

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## **THE ROLE**

*A Growth Lead working directly with the founder on validation, go-to-market, and scaling. You'll move between market research, campaign execution, growth experiments, and launch strategy—whatever the moment demands.*

### **What will you do?**

- **Validate ideas before we build them** — rapid experiments, customer interviews, landing page tests, market analysis
- **Own go-to-market for new products** — positioning, channels, messaging, launch strategy
- **Drive growth across the portfolio** — run experiments, optimize funnels, find scalable channels
- **Do research that shapes strategy** — competitive analysis, market sizing, customer insights, trend spotting
- **Collaborate with design and tech** — work closely with Design Lead and Technology Lead to bring products to market

## Required Skills

- **Validation & Research:** Testing assumptions quickly. Customer interviews, market analysis, competitive research.
- **Go-to-Market Strategy:** Positioning, messaging, channel selection, launch planning.
- **Growth Execution:** Paid acquisition, SEO, email, content, partnerships. Running and optimizing experiments.
- **Customer Development:** Understanding users, synthesizing insights, turning research into action.
- **Analytics:** Data-driven decision making. Measuring what matters.
- **Communication:** Synthesizing complexity into crisp narratives for different audiences.

## Required Tools

Proficiency in modern marketing and research tools — Google Analytics, CRM platforms, ad platforms, and AI tools like ChatGPT, Claude, Perplexity for research and content.

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## CANDIDATE REQUIREMENT

### What We're Looking For

- *Degree in marketing, business, communications, or related (or equivalent experience)*
- *3+ years across marketing, growth, or strategy*
- *Track record of 0 to 1 — launching products or campaigns from scratch, not just optimizing existing ones*
- *Validation mindset — you test before you build*
- *Full-stack marketer — you do whatever the moment requires*
- *Comfort with ambiguity*
- *Clear communication*
- *Self-direction*
- *AI-native workflow*

### Bonus Points

- *Founder's office, venture studio, or consulting experience*
  - *Product management or product marketing background*
  - *Built and launched something yourself — side project, newsletter, community, product*
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## WHY THIS ROLE?

- **Challenge:** Undefined problems, no playbook.
- **Innovation:** 0-1 products that don't exist yet.
- **Leadership:** *Learn how growth connects to business strategy. Sit where decisions are made. Grow into growth Leadership.*

*Not for everyone. For marketers who are ready to grow fast.*

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## HOW TO APPLY

Send to [careers@hriminnovation.com](mailto:careers@hriminnovation.com) :

1. Your CV
2. Your LinkedIn
3. A 1–2 minute video essay about a campaign or go-to-market strategy you planned — what worked, what didn't, what you learned

*No cover letter needed.*