

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)

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/>

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.

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*

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.

HOW TO APPLY

Send to 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.