

About Us:

Zimplistic is the invention story of our times. Rotimatic, our flagship product, has powered a traditional manual culinary method with next gen technology and innovation. It is a flatbread making platform, the first and the world's most popular kitchen robot.

Rotimatic has an addressable market of approximately \$16bn, covering geographies that have South Asian diaspora, India, and other wrap and flatbread markets like South America and Middle east

We have scaled many peaks in the last 10 years -product readiness, manufacturing for mass run, 55,000 customers across 20 countries, IOT manifested among others. We are now ready for our next leap and are inviting stellar leadership to steer it.

About the Role:

Rotimatic business has been built on a single e-commerce channel so far, the brand site www.rotimatic.com. Our e-commerce team is becoming a more data-informed marketing organisation that is agile, bold and creative – and digital is at the forefront of that strategy.

We are looking for a proven e-commerce leader to drive our customer strategy across markets, champion innovation in digital customer acquisition, drive strategic partnerships and build stronger in-house capabilities across platforms and media.

You will be responsible for global demand generation programs for rotimatic by developing compelling marketing campaigns, analytics, and process improvement.

You will offer a strong point-of-view on how rotimatic should shape its global customer acquisition strategy to cater to our unique business model. You will be the owner of growing our online channels to optimise and leverage on new technologies, partners, tools and insights to drive digital marketing ROI.

Main Responsibilities:

- Own & Drive Zimplistic's customer acquisition strategy .
 - Responsible for collaborating with cross-functional partners to manage all aspects of customer acquisition including, business planning, content strategy and development, promotional campaigns and other online marketing, website design, customer service, web analytics and web technologies
 - Serve as primary point of contact within the organization for cross functional partners acting as a project manager to evaluate, prioritize, develop, manage, implement and test eCommerce initiatives
 - Participate and lead in the development and execution of strategic and tactical business plans with cross functional teams supporting the business strategy
 - Manage the user experience of the website including site navigation, content development, checkout funnel and promotional campaigns
 - Develop and oversee the effective planning, QA and execution of content across the websites and online marketing campaigns to ensure efficiency, accuracy and timeliness of all web content publishing.
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- Manage all aspects of web analytics related to eCommerce and communicate relevant information to team members, executive leadership and cross-functional partners
 - Directly responsible for demand generation, conversion and channel partnerships across digital platforms. Key deliverables include customer acquisition, referrals and achieve performance marketing targets within target ROAS.
 - Generate and implement new sales and marketing initiatives to increase eCommerce sales and profitability
 - Directly responsible for tracking and insighting data in order to develop actions for user journey, pre sales pitch and conversion
 - Build and strengthen the organic strategy by driving online reputation, Content creation, social media influencer and community management.
 - Identify and build strategic partnerships, online channel partnerships in order to deliver target sales volumes through digital platforms.
 - Champion customer acquisition excellence and innovation, amidst changing consumer behaviour and an evolving digital media landscape.

Requirements:

- Full stack marketer with atleast 10 years experience, with strong exposure to brand.com e-commerce.
- Business minded but technically savvy
- Possess strong knowledge of all digital channels, platforms and tactics, with expertise in programmatic advertising strategy, SEO/SEM optimization. Strong grasp of digital marketing analytics and demonstrate ability to turn this data into actionable insights.
- Demonstrated success in growing brands and managing integrated digital sales for brands or organisations.
- Experience in managing agency partners, and collaborations across marketing and non-marketing business units, as well as managing a team of functional experts to deliver customer acquisition ROI.
- Motivated strong problem solving skills, excellent project management skills with initiative and ability to work under pressure on multiple projects.
- Outstanding analytical skills, strong experience interpreting test results & drawing conclusions
- Demonstrated strong business judgment and decision-making skills; ability to identify, prioritize, and articulate highest impact initiatives