

1.	Name of post	Dy Manager (Marketing)
2.	Number of post	1
3.	Pay	Approx Rs 14.50 LPA (HRA as per POP)
4.	Maximum age limit	40 Years
5.	Educational and other qualifications required	<p>Graduation with full-time Master's Degree/ Executive MBA /Post Graduate Diploma (2-years duration) in Marketing discipline as major subject.</p> <p><u>Experience:</u> Minimum 8 years' experience in marketing, with at least 3 years in a middle level position having proven success in a two-sided marketplace or "platform business" with experience in managing marketing and regulatory landscapes, background in growth and performance marketing, brand and communications, customer acquisition, brand strategy and expansion.</p> <p><u>Preferred:</u> Additional certifications in Digital Marketing/Product Marketing/ Growth Marketing or Data Analytics and Experience in mobility sector is preferable.</p>

Dy Manager (Marketing) Duties and Responsibilities

- Set the overall marketing strategy and translate it into a clear roadmap with measurable objectives.
- Lead brand development and management to strengthen market presence and reputation.
- Own demand generation strategy to drive customer acquisition, conversion and retention.
- Manage marketing budget, prioritise investment and ensure accountability for return on marketing spend.
- Develop and maintain clear performance metrics and reporting for all major marketing activities.
- Collaborate with sales, product and operations to align go-to-market plans and optimise commercial outcomes.
- Build, lead and mentor a high performing marketing team, including talent planning and succession.
- Ensure marketing activities comply with legal, regulatory and brand governance requirements.
- Drive innovation and continuous improvement in marketing processes and capability.
- Manage external agencies and suppliers to deliver quality outcomes and value for money.
- Provide strategic counsel to the executive team and contribute to corporate decision making.

Dy Manager (Marketing) Provides executive leadership for the full marketing agenda, translating corporate strategy into measurable marketing outcomes. The role requires ownership of brand positioning, demand generation, customer insight and the marketing contribution to revenue and growth.

Develops and oversees the execution of annual marketing plans, tracking campaigns and activities to ensure desired results. They also provide strategic direction for product positioning, pricing strategies and marketing communication to drive customer acquisition, retention and loyalty.

He will be also responsible for building and nurturing relationships with business partners, vendors, media outlets and other stakeholders to facilitate effective collaborations and maximise brand exposure.

Oversees the overall marketing strategy; the digital marketer specialises in utilising digital channels and tactics.

Develop, articulate and execute the overall marketing strategy aligned with the company's business objectives.

- Drive brand positioning, differentiation and brand equity to enhance market share and brand awareness.

- Oversee the creation of captivating marketing collaterals, including brochures, flyers, newsletters, advertisements, press releases and digital content.
- Execute comprehensive marketing campaigns, including web, email, print, television, radio and out-of-home advertising.
- Optimise multi-channel marketing efforts to reach target audiences effectively.
- Monitor and analyse market trends, consumer insights, data analytics and competitor activities to identify growth opportunities and maintain a competitive edge.
- Curate pricing strategies that maximise profitability while remaining competitive in the marketplace.
- Lead strategic partnerships and collaborations with external agencies, vendors and influencers to amplify brand reach and awareness.
- Familiarity with marketing automation tools, customer relationship management (CRM) systems and analytics platforms.
- Experience in scaling marketing operations, managing international marketing teams or expanding into new markets.
- Knowledge of regulatory requirements and legal considerations related to marketing activities in India.
- Understanding of data privacy and protection regulations and their implications for marketing practices.



Sahakar Taxi Cooperative Limited

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Website: www.bharattaxiapp.com

Sahakar Taxi Cooperative Limited is under the process of commencing mobility services in **Delhi NCR, Gujarat, UP & Maharashtra, Rajasthan, Chandigarh**. Under expansion of our business horizon at the state of **Bihar & Jharkhand, WB & Orissa & North East & MP** and for smooth functioning its operations, we invite applications from eligible and interested candidates for the following positions from experienced and professional manpower to run the business in effective and efficient way.

1. Post- Associate (Operation) – 10 Post (3 each for Maharashtra, WB & Orissa, North East & 01 for MP)

The selected candidates will be on probation, for initial period of one year, after satisfactory completion of probation period, the candidates will be absorbed as Associate (Operations) on CTC of Approx Rs 5 LPA. (CTC includes Basic Pay, HRA (will be payable as per place of posting of city), Conveyance and Mobile phone expenses)

Education and Experience:

- Graduate from an institution/university of repute.

Experience- Minimum 3 years' experience. Experience in **ride hailing organisation** will be given preference.

Age- Maximum 40 years as on 31 March 2026 for all post (Relaxation may be given to highly deserving candidates).

Roles and Responsibilities:

- Support city operations and fleet management.
- Coordinate with drivers and vendors for smooth functioning.
- Ensure compliance with operational and safety standards.
- Assist in data reporting and performance monitoring.

Deep knowledge of mobility industry in India with a proven track record.

Ability to build consensus, Network and Influence.

Confidence and communication skills required to interact with the senior most levels In the Government, the Regulator and industry leaders.

Manage a large-scale fleet of owned and leased vehicles, with a strong focus on uptime, reliability, and cost efficiency.

- Oversee day-to-day operations including driver management, customer service, city operations, supply chain repairs maintenance, and charging infrastructure.
- Redesign and implement SOPs to improve turnaround times, reduce downtime, and streamline processes.
- Demonstrated success in scaling EV and non-EV fleets, launching operations across cities, and leading multi-million-dollar business units.

Interested & eligibles candidates may kindly send your CV in the enclosed format with full details about qualification & Experience with copy of certificates with prefer place of posting to our e mail hr@bharattaxiapp.com

Last date of sending application is 21st July 2026



Sahakar Taxi Cooperative Limited
सहकार टैक्सी कॉर्पोरेटिव लिमिटेड



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1st Floor, 4-Siri Institutional Area,
Hauz Khas, New Delhi-110016 India

Position: Executive (Social Media)

Position Overview

STCL is seeking an experienced Social Media Expert responsible for managing, scheduling, monitoring, and reviewing the organization's social media presence. The role requires expertise in digital platform management, content review, social media analytics, and coordination with internal teams/agencies to ensure timely, accurate, and effective communication across various digital platforms.

The candidate should have strong knowledge of social media operations, platform algorithms, audience engagement, and digital communication practices. The role will primarily focus on **social media management, scheduling, monitoring, performance tracking, and content vetting**.

Experience & Eligibility

- **Experience Required:** 5–6 years of relevant experience in social media management, digital communication, or corporate social media operations.
- **Maximum Age Limit:** 35 years
- **Qualification:** Graduate/Post Graduate in Marketing, Mass Communication, Digital Marketing, Public Relations, Journalism, or any related discipline.

Key Responsibilities

- Manage and monitor STCL's official social media platforms including LinkedIn, X (Twitter), Facebook, Instagram, and YouTube.
- Plan and execute social media calendars, scheduling posts and campaigns as per approved timelines.
- Review and vet social media content, captions, hashtags, links, and creatives before publishing.
- Monitor audience engagement, comments, mentions, and online brand reputation.

- Track social media trends and recommend improvements for better reach and engagement.
- Analyze social media performance metrics and prepare periodic reports.
- Attention to detail and understanding of corporate branding.
- Coordinate with internal teams and external agencies for smooth execution of social media activities.

Desirable

- Meta Business Suite
 - Hootsuite / Buffer / Sprout Social / Zoho Social
 - LinkedIn Page Management Tools
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Position: Executive (Graphic Design)

Position Overview

STCL is looking for an experienced Graphic Designer responsible for designing visually engaging and professional creatives for digital platforms, corporate communication, campaigns, presentations, and other organizational requirements. The candidate should have strong design skills, creativity, and the ability to translate concepts into impactful visual content while maintaining brand consistency.

Experience & Eligibility

- **Experience:** 5–6 years of relevant experience in graphic designing, visual communication, or digital design.
- **Maximum Age Limit:** 35 years
- **Qualification:** Graduate/Diploma in Graphic Design, Visual Communication, Fine Arts, Multimedia, or related fields.

Key Responsibilities

- Design creative visuals, graphics, banners, posters, infographics, presentations, and digital assets for organizational communication.
- Develop designs for social media posts, campaigns, events, newsletters, reports, and promotional materials.
- Ensure consistency in design elements, branding guidelines, and visual identity across all communication channels.
- Collaborate with internal teams to understand design requirements and deliver creative solutions.
- Modify and refine designs based on feedback and approval processes.
- Manage multiple design projects while ensuring timely delivery and quality standards.

- Maintain an organized repository of design files, templates, and creative assets.

Required Software & Tools Knowledge

- Adobe Creative Suite:
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe InDesign (preferred)
 - Adobe Premiere Pro / After Effects (basic knowledge preferred)
- Canva Pro
- Figma (preferred)
- CorelDRAW (preferred)

Preferred Experience

- Experience working with corporate organizations, PSUs, government institutions, or large organizations will be preferred.
 - Experience in creating designs for digital campaigns, corporate branding, and social media communication will be an advantage.
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