Role / Position: Chief Manager (Marketing)
Location: Delhi
Positions: One
Engagement Type: Full-time Employee
Qualification- Full-Time 2-year MBA/PGDM (MKtg) course from an institute of repute.
Experience- Minimum 12 years.
Maximum age 45 years as on 30th Sep 2026
(Relaxation may be given for exceptionally deserving candidate)
Pay Package- Negotiable

About the Role

Bharat Taxi is looking for an experienced and result-oriented Marketing Manager to lead marketing planning, execution, and growth initiatives across cities. The candidate will be responsible for driving customer acquisition, brand visibility, city-level marketing, performance marketing, BTL activities, communication campaigns, and marketing operations.
The ideal candidate should have strong experience in mobility, taxi, e-commerce, consumer internet or other high-growth businesses, with the ability to manage both strategic planning and on-ground execution.
Key Job Responsibilities

1. Marketing Strategy & Planning
- Develop and execute monthly, quarterly, and annual marketing plans aligned with business objectives.
- Prepare city-wise marketing strategies and activity plans based on business requirements.
- Plan customer acquisition, retention, engagement, and brand-building initiatives.
- Identify new marketing opportunities to improve customer and driver growth.
- Track market trends, competitor activities, and customer behavior.

2. Performance Marketing
- Plan and manage digital/performance marketing campaigns across relevant platforms.
- Drive customer acquisition through paid campaigns while maintaining efficient CAC/ROI.
- Monitor campaign performance, budgets, leads, conversions, rides, and other key KPIs.
- Work closely with performance agencies and internal teams for campaign optimization.
- Prepare regular performance reports and recommend corrective actions.

3. City Marketing & Growth

- Develop and execute city-specific marketing plans for existing and new Bharat Taxi markets.
- Support new-city launches with complete marketing planning and execution.
- Plan local customer acquisition and driver acquisition activities.
- Ensure marketing activities are aligned with city-level business targets.

4. BTL & On-Ground Marketing

- Manage on-ground agencies, vendors, promoters, and activation teams.
- Ensure proper execution, visibility, and documentation of all activities.

5. Budget Management

- Prepare monthly and quarterly marketing budgets.
- Manage city-wise allocation across Performance Marketing, BTL, Communication, Cashback, and other marketing activities.
- Track planned vs. actual marketing expenses.
- Ensure activities are executed within approved budgets.
- Prepare budget utilization and variance reports for management.
- Identify opportunities to improve marketing efficiency and reduce unnecessary spends.

6. Vendor & Agency Management

- Identify, evaluate, and coordinate with marketing agencies and vendors.
- Obtain and compare quotations as per company SOP.
- Negotiate commercial terms and ensure cost-effective execution.
- Coordinate with Finance, Procurement, and Operations for PO, invoices, payments, and closures.
- Ensure previous activities/POs are properly closed before initiating new requirements.

7. Campaign & Project Management

- Take ownership of marketing campaigns from planning to execution and reporting.
- Prepare campaign briefs, timelines, budgets, and execution plans.
- Coordinate with Creative, Performance, CRM, City Operations, Finance, Procurement, and external agencies.
- Ensure timely execution of campaigns as per approved plans.
- Conduct post-campaign analysis and document learnings.

8. Brand & Creative Management

- Ensure consistent Bharat Taxi brand communication across all channels.
- Work with creative teams/agencies for campaign creatives, videos, outdoor branding, social media, and promotional materials.
- Review creative concepts and ensure they are aligned with campaign objectives and brand guidelines.

9. Reporting & Analytics

- Prepare weekly and monthly marketing performance reports.
- Track key metrics including:
  - Customer acquisition
  - new users
  - Rides
  - CAC
  - Conversion rate
  - Campaign ROI
  - Marketing spend
  - City-wise performance
  - Communication performance
  - BTL activity performance
- Use data and insights to improve future marketing plans.

Key Skills Required

- Strong understanding of digital marketing and performance marketing.
- Experience in city-level/local marketing and BTL execution.
- Strong budgeting and commercial management skills.
- Good understanding of customer acquisition and retention.
- Strong vendor and agency management experience.
- Excellent project management and coordination skills.
- Strong analytical and reporting skills.
- Ability to manage multiple cities and campaigns simultaneously.
- Strong communication and presentation skills.
- Ability to work in a fast-paced startup environment.
- Strong Excel/Google Sheets and presentation skills.

Key Performance Indicators (KPIs)

The candidate will be evaluated on:

- Customer acquisition and growth
- City-wise business growth
- Marketing ROI and CAC efficiency
- Performance marketing efficiency
- BTL effectiveness
- Campaign execution TAT
- Budget utilization and control
- Customer communication performance
- New-city launch effectiveness
- Vendor cost optimization
- Overall marketing contribution to business growth