



Job Description: Co-Founder/ Chief Marketing-Growth Officer, GSharp

Job Summary: Launch GSharp Music platform direct to consumers and with partners globally.

The Company: Music is moving away from a passive “record and listen” to a more engaging and social experience. AI and mobile streaming technology is enabling a more personalized experience for consumers.

Gsharp Music Platform is poised to take the music engagement to the next level through innovative features enabling users to learn to sing, collaborate with friends and celebrities and share, rate one’s singing and get feedback, participate in reality singing contests from the comfort of one’s home etc. Gsharp is focused on the emerging markets like India, ASEAN nations and Africa with their regional variations in a multi-billion dollar market.

Voxomos transforms consumer experience and businesses through music, audio and image innovations based on AI and signal processing techniques. The position is for its Gsharp - Social Music Platform business. More details about Gsharp product are at : <https://voxomos.com/gsharp>
https://www.voxomos.com/?page_id=149

Location: Delhi NCR

Reporting Relationships: Marketing-Growth Officer will report to the Chief Executive Officer as part of the Global Executive Leadership Team.

Role: The Chief Marketing-Growth Officer is an active member of the Executive Leadership Team and responsible for GSharp product shaping and development, global marketing, growth, identifying customer needs, measuring customer engagement, ensuring customer satisfaction and pricing strategy. He/she is expected to be an active member of the team in investor meetings and market communications.

Responsibilities of the Chief Marketing-Growth Officer:

- Drive successful global product launches
- Identify Product Gaps and ensure Product is shaped properly through market feedback.
- Ability to understand competitive landscape, and help differentiate GSharp Platform
- Create the buzz in Social media and in the Press and drive digital marketing
- Measure customer engagement, identify features that will drive app acceptance
- Create effective approaches to grow monthly active users
- Decide pricing strategy and the mix of features for a premium/subscription version
- Manage market communications, partnerships with content providers and partners
- Develop and leverage a powerful influencer network
- Reach out to new & unexplored market segments / customer groups
- Mentor and coach a team of marketeers



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Success:

- Number of Monthly Active Users and the time they spend with the app
- Rating of the App and the comments by the users on the App Store
- Revenue directly impacted

Qualifications and Experience:

- MBA from a reputed college.
- Greater than or equal to 3 years' experience of launching a B2C app
- 5-10 years of well-rounded marketing experience in positions of increasing responsibility- with a focus on market expansion and identifying emerging market trends.
- Experience in Product Marketing, Field Marketing, Market Communications, Brand Management & Business Development
- Good understanding of Digital Channels (SEO, SEM, SMM, PPC, ORM, Email, SMS and others) and traditional channels (Advertisements, Brand management, Market Research).

Salary/Emoluments:

Competitive Package comprising salary and equity will be provided.

Contact:

Interested candidates may send email to sandeep@voxomos.com or call at +91-98733 88114