

Manager – Product & Growth

With a reach of 20 million users per month, IDR ([India Development Review](#)) is Asia's largest independent media platform on the development sector. Founded as a nonprofit in 2017, we advance knowledge on social impact in India. We do this by publishing ideas, perspectives, analysis, and insights from real-world practice.

You can check out all of IDR's content [here](#), and get to know the team [here](#).

We are now at the next, extremely exciting phase of our journey, where we **intend to double our growth to reach 500 million users annually by 2027**. We plan to do this by serving our constituents better through an AI-aided learning platform – the first of its kind in India.

To help us achieve this, to we are **looking for someone to drive this AI-powered growth**, so that the collective wisdom that sits on IDR is made available to as many people who need it, in the formats and languages they choose.

The role

As a manager leading this pioneering product and its growth, you will:

- Understand IDR's user base – their knowledge-seeking behaviour, patterns and thematic preferences – and translate these insights into sustained value creation for them
- Craft and execute compelling marketing strategies that drive acquisition, activation, retention and virality.
- Be accountable for targets around user growth and engagement
- Help build a network-effect platform that builds community and peer learning

We are looking for someone who:

- Deeply understands user behaviour, can spot patterns in data, and build features that drive user growth, engagement and retention,
- Has worked in a product manager and audience growth role, in a startup environment
- Is familiar with a wide range of product marketing strategies and approaches.
- Is excited to take on new projects, give them shape, and see them through to completion
- Is interested in issues that impact society
- Thrives in an entrepreneurial environment, where one is given freedom to experiment

You will report to the CEO of IDR.

Apply if you have 6-8 years of work experience

- Prior experience in working in a product marketing manager role.
- Strong problem-solving abilities and customer orientation
- A flair for marketing, and an ability to manage several moving parts
- An obsessive attention to detail and robust quantitative skills
- Experience managing both, external stakeholders as well as internal team members
- Ability to work independently, deliver within tight deadlines, and think critically

Send your CV to: writetous@idronline.org with the subject line '**Manager – Product & Growth**

The position is a full-time role. You can be located anywhere in India.