

- **Job Title: Executive (Performance Mktg)- Ride hailing business.**
 - Experience: Min 5 + Years
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Sahakar Taxi is India's first cooperative-based ride-hailing service. We believe in "drivers first, fair rides for all." With Sahakar Taxi, you can enjoy safe, affordable, and reliable transport while supporting local drivers who earn 100% of their fare with no hidden charges.

Why Join us :

- Be part of an ambitious, high-growth organization driving the future of mobility in India.
 - Lead a transformation journey in the evolving landscape of urban transportation.
 - Make a measurable impact through innovation, operational leadership and team building.
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• Key Responsibilities:

Strategy Development

- Develop and execute performance marketing strategies to achieve business goals.
- Define key performance indicators (KPIs) and set performance targets for marketing campaigns.

Campaign Management

- Manage and optimize and execute paid marketing campaigns on platforms such as Google Ads, Facebook Ads, Instagram, Twitter and LinkedIn.
- Ensure campaigns are aligned with overall marketing objectives and brand guidelines.

Data Analysis and Reporting

- Analyze campaign performance data to identify trends, insights, and areas for improvement.
- Provide regular performance reports to senior management, highlighting key metrics and ROI.

Budget Management

- Allocate and manage the marketing budget effectively to maximize ROI.
- Track and report on spending to ensure campaigns remain within budget.

Collaboration

- Work closely with creative and content teams to develop compelling ad creatives and messaging.
- Coordinate with other marketing functions, such as SEO, social media, and email marketing, to ensure cohesive campaign execution.

Market Research

- Stay updated and share weekly reporting on the latest digital marketing trends, technologies, and best practices.
- Conduct competitive analysis to identify opportunities and threats in the market.

Optimization

- Continuously test and optimize campaigns for better performance (e.g., A/B testing, audience segmentation).
- Implement data-driven adjustments to improve conversion rates and reduce customer acquisition costs.

Key Skills

1. Proven experience managing and optimizing campaigns on Google Ads, Facebook Ads, and other digital platforms.
2. Strong analytical skills and proficiency in data analysis tools (e.g., Google Analytics, Excel).
3. Excellent understanding of SEO, SEM, PPC, and other digital marketing strategies.
4. Creative mindset with the ability to generate innovative marketing ideas.
5. Strong communication and collaboration skills.
6. Experience with marketing automation tools and CRM systems is a plus.
7. Certifications in Google Ads, Facebook Blueprint, or related fields are preferred.
8. Analytical Skills: Ability to interpret data and make data-driven decisions.
9. Technical Proficiency: Knowledge of various digital advertising platforms and tools.
10. Creativity: Ability to develop engaging and effective ad creatives.
11. Project Management: Strong organizational skills to manage multiple campaigns simultaneously.
12. Communication: Excellent verbal and written communication skills.
13. Collaboration: Ability to work effectively with cross-functional teams.

▪ Team Management:

- Build and mentor high-performing cross-functional teams across operations, HR, analytics, procurement, and finance.
- Foster a culture of ownership, continuous improvement, and frontline engagement through initiatives.
- Design and execute engagement programs to enhance driver retention and employee satisfaction.
- Hands-on expertise in operational transformation, ERP deployment, rapid market expansion, and profitability turnaround.

➤ Qualifications:

- **Industry:** Mobility / Ride-Hailing / Taxi Services
- **Location:** Delhi NCR
- **Age (as on 31-July-2026):** Maximum 40 Years (Relaxation may be given to exceptional candidates)
- **Education Qualification:** Graduate in MBA/PGDM/Executive MBA (Mktg Mngt) is a must.
- **Tenure Details:** This role is a Fixed term engagement basis for 2 years (may be extended further for 1 year basis performance)

SAHAKAR TAXI COOPERATIVE LIMITED

Application Proforma

Application for the post of ----- Preferred place of posting -----

1. Name of the Applicant: _____
2. Gender: _____
3. Mother's/Father's Name: _____
4. (i) Date of Birth (dd / mm / yyyy) : _____

Latest Self
Attested
Photo

(ii) Age as on 30th June 2026: _____

5. Present residential Address:

6. Native Place : _____

7. Marital Status: _____

8. Religion: _____

9. (i) Qualification - _____

(ii) Experience in Details -----

(iii) Current Salary (Submit Salary slips): -----
10. Address for communication

11. Phone Number & E-mail Id:

12. Any other relevant information (use a separate sheet, if necessary)

13. Knowledge of Language: Hindi/English/Gujarati-----

14. A short note on your suitability for the post:

15. Whether any Criminal case is pending against you? if yes, Please give details: Yes/No

16. Whether you were convicted by any court at any time in your life? if yes, Yes/No Please give details:

17. Whether any financial liabilities/ any other obligations are pending with Yes/No present employer? if yes, please give details:

Whether you have any conflict of interest with or pecuniary interest that you Yes/No could derive by working in this assignment with the Government of India?if yes,

Please furnish the details:

UNDERTAKING

- (i) I have gone through the "vacancy circular/advertisement" and agree to the terms and conditions given there.
- (ii) I undertake to submit the original documentary proof in respect of my educational qualifications, work experience, date of birth, address and all other documents submitted by me as and when asked.
- (iii) I understand that I fulfil the eligibility criteria viz. age, education qualification and required experience as per the advertisement. In case of non-eligibility my candidature is liable to be rejected without informing me.
- (iv) I have carefully gone through the vacancy circular/advertisement, and I am well aware that the information furnished in Application form duly supported by the documents in respect of Essential Qualification/ Work Experience submitted by me will also be assessed by the Selection Committee at the time of selection for the pose
- (v) If detained, convicted, debarred etc., after the completion and submission of the form, the details will be communicated immediately to STCL, failing which it will be deemed to be suppression of information.
- (vi) The information/ details provided by me are correct and true to the best of my knowledge and no material fact having bearing on my selection has been suppressed/withheld. I understand and agree that in the event of any information being found false or incorrect/incomplete or ineligibility being detected at any time before or after selection /interview, my candidature is liable to be rejected.

Date:

Place:

Signature of the Candidate.