



Customer Growth Lead, India

Location: Mumbai or New Delhi, India

Start Date: Immediate

About Nivi

Nivi was launched in 2016 with a mission to enable everyone to achieve their own aspirations for health. Through our conversational AI platform, actionable insights, and real-time engagement engine, we put the consumer at the center of their own healthcare, and provide them the means to make informed decisions about their health. We are a passionate mission-driven team, having started with family planning, and are expanding rapidly into sexual health, maternal health, and primary healthcare.

About the role

Nivi is looking for an entrepreneurial go-getter with marketing and sales savvy who sees an opportunity to improve the way every Indian seeks healthcare, and contributes to Nivi's mission by identifying and bringing new customers from across India's healthcare sector - retail pharmacy, primary outpatient care, and public and private hospital networks, pharmaceutical supply chain, health insurance, and health administration - onto Nivi's conversational marketplace, askNivi. **This role focuses heavily on identifying the right customers - especially in the private sector - who have a need for visibility and connection to the consumer, and onboarding and supporting those customers as they seek to unlock value from Nivi's digital offerings.**

Job Functions

- Work with the Chief Business Officer to define customer archetypes within the Indian market, define customer funnels, and a repeatable model for engaging and bringing new customers onto askNivi that -
 - **Creates** benchmarks to work against through research of industry and experience with prior customers
 - **Creates** funnels for each customer archetype, with a focus on customers within the private sector
 - **Prospects** and **nurtures** potential leads until they become customers
- Execute a well defined and repeatable onboarding process for different customer archetypes that -

- Explains how the Nivi platform suite fits into a customer's operating context to internal and external stakeholders through a process of continual learning about a customer's priorities, their user base, and their operating model
- Performs quality checks of service delivery endpoints (e.g. the location accuracy of clinics, the user experience of an e-commerce platform)
- Adds product and service offerings of the customer onto Nivi's platform to enable delivery to end users
- Create an operating model that -
 - Tracks user journeys on a month over month basis and provides insights to the customer and to the internal team as to what journeys are working and should be promoted, and which are not
 - Enables communication of value delivered on a regular basis through case study writeups, presentations, and webinars
 - Allows for troubleshooting in real-time without requiring internal resources, yet also enables feedback to the product teams to consider as time moves forward
- Create clear feedback loops to internal product & business teams to allow -
 - Continual enhancement of Nivi product functionality based on real world use cases
 - Upselling to existing customers, with an eye on increasing value

Reporting

The customer growth lead reports to the Chief Business Officer, as well as regularly engages with the Director of Product and Nivi Customer Growth Leads in Kenya, Nigeria, and South Africa.

Desired Candidate Profile

Must haves

- 3 - 5 years of experience with consumer health technology and b2b marketing in India
- Experience with online and offline marketing strategy and tactics with a product/service in India
- Client/customer-facing, account management, sales, and/or agency experience



- Experience with concepts of growth such as user acquisition costs, conversion rates, and SEO
- Experience with analyzing and reporting data
- Excellent communication and problem solving skills, willing and able to roll up your sleeves and get the job done
- Curiosity about how healthcare delivery models in India and abroad
- Aptitude for learning technology
- Ability to adapt to changing priorities and working with ambiguity
- Willingness to travel regionally
- Willingness to work non-traditional hours to ensure frequent communication with a global team (i.e. 12pm-8pm India time)
- Fluency in English and Hindi

Preferred

- Experience in a start-up or entrepreneurial role
- Experience with social media content creation and deployment
- Knowledge of mobile products, health systems - private and public, and public health concepts

Visit our website: www.nivi.io

Expected remuneration

As per experience

How to Apply

Send in your CV, and a cover letter that tells us what makes you unique, how you see digital platforms fitting into healthcare, and highlights your experience to recruitment@nivi.io