



About the Company-

Unicommerce is one of the largest eCommerce technology solution providers in India, and is currently used to manage almost 20% of overall Indian eCommerce transactions (More than 200 Mn transactions amounting to \$US 2 Bn GMV).

Unicommerce supports 10,000+ global retail brands to manage end to end warehouse operations and can be seamlessly integrated with any of the leading ERPs (SAP, Oracle, Navision etc.).

Product Portfolio:

1. Advanced **Warehouse management system** (handheld, FIFO picking, cycle count etc. supported)
2. **Multichannel online order and inventory management**, which can be easily integrated with any of the leading ERPs
3. **Omni channel** solution to manage store delivery of online orders
4. **Vendor panels** for stock management across suppliers

Why Unicommerce?

Be part of a profitable startup on its way to becoming the first ecommerce focused SAAS unicorn of the country.

Develop systems & services to deal with high volume ecommerce workloads. We process close to 20% of Indian ecommerce volume -- around 400K order items per day, amounting to \$US 1.5+ Bn GMV, which is more than what most of the big marketplaces in India see.

Work on tough distributed system problems (large scale multi-tenancy, distributed co-ordination, scaling, engineering for high availability under varied workload patterns) in a large scale environment (100 MM hits/day, large clusters comprising 100s of AWS nodes)

Contribute to the evolution of our product portfolio atop our high performing SAAS platform. We help sellers & enterprises around the world automate their ecommerce operations via a suite of products: multi-channel order and inventory management, warehouse & vendor management, omni-channel etc..

Work in a tight-knit high performance team, alongside strong problem solvers graduated from IITs/NITs and other Tier 1 colleges with work experience from companies like Amazon, Microsoft, PayTM, Snapdeal, Makemytrip, Yatra etc. We have a flat hierarchy. Everyone codes, everyone ships. Take end to end ownership of services and components.



Job Title: Lead Marketing

Experience: 4-5 Years

Preferable Industry: eCommerce Technology

Marketing Lead JD:

1. Analyze current marketing initiatives to measure effectiveness and potential for improvement.
2. Collate and deliver the product, customer success, and business-level communication. Enable our inbound go-to-market strategy and sales enablement plans.
3. Strategize on the marketing operations tasks based on the content calendar and report on progress and deliverables.
4. Create and execute marketing campaigns end-to-end and position our products as solutions to our customers and prospects across multiple regions.
5. Empower cross-branding and promotions by preparing a foolproof marketing plan for our partners. Take a lead to run dedicated marketing campaigns.
6. Drive product and features communication plan with cross-collaboration from product and other verticals within the organization.
7. Engage with customers, partners, and prospects at various stages through their journey to learn how they use our solutions to improve content quality.
8. Support with a variety of administrative tasks in the Marketing operations

Experience and Skills Required:

- 4-5 years of B2B product marketing experienceExperience in eCommerce automation, B2B technology or related role.
- Passionate about the fast-paced B2B and eCommerce technology landscape.
- Excellent communicator and creative thinker, with an ability to use data to inform all decisions and present at the highest executive levels.
- Working knowledge of web analytics tools (Google Analytics, WebTrends).
- A keen eye for detail.

Location - Gurgaon