



Marketing Coordinator

Dripteck's mission is to double the profitability of small-plot farming. We are the global leader in the design and manufacture of affordable irrigation technologies for small-plot farmers in India and other developing countries. Our venture capital-funded American startup has covered over 27,000 acres with low-cost high-quality drip irrigation. An average Dripteck customer earns Rs 1 lakh of extra income per year from a Rs 15k initial investment. Dripteck was selected as a 2012 Technology Pioneer by the World Economic Forum, voted by BusinessWeek readers as one of the top 5 most promising social ventures in America, and is a 2014 awardee of the Securing Water for Food Grand Challenge of the US, Swedish and Dutch governments.

Job Description:

Dripteck is seeking passionate and ambitious young professional to be the first point of contact for Dripteck's customers and partners, as well as to support critical customer information systems. The Marketing Coordinator will handle day-to-day corporate email and phones, manage marketing collateral, and support the sales, marketing, operations and finance teams with key customer data. Your energy and strong attention to detail will connect many new customers and partners with Dripteck and inform many strategic decisions.

This is an excellent opportunity for a young professional to learn about all aspects of marketing, corporate communications, and data management and implement their ideas. Depending on performance, there is opportunity for greater responsibility in marketing collateral design, PR, etc. The position will be based in our Pune, India, office, and will report to the Business Operations Manager.

Responsibilities:

- Conduct telephone surveys of Dripteck customers
- Analyze customer data and regularly report to management
- Manage inventory of marketing collateral, including orders, dispatches, and design changes
- Act as first point of corporate contact for customers and partners – through office phone, customer service hotline, and general corporate emails (info@dripteck.com)
- Website updates

Background and Skills:

- 2 - 5 years of experience in marketing or sales operations
- Bachelor's degree
- Fluent in written and spoken English, Hindi and Marathi
- Love of learning
- Strong attention to detail
- Highly professional and poised verbal communication for acting as hub of information for many Driptech customers, partners, and staff
- Embody Driptech's values of empathy with our customers, innovation, collaboration and taking ownership
- Passion for Driptech's mission

How to Apply:

Please submit your CV and cover letter explaining why you are the best candidate for this position to jobs@driptech.com with "Marketing Coordinator" in the subject line. To learn more about Driptech, please visit us at www.driptech.com or on [Facebook](#).