



Sahakar Taxi Cooperative Limited

सहकार टैक्सी कॉपरेटिव लिमिटेड

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Dt 9th September 2026

To

AMUL, NCDC, IFFCO, KRIBHCO
NDDDB, NABARD, NAFED, NCEL

**Sub- Circulation of Recruitment Notice in your official website & Notice board-
Reg**

Dear Sir/ Madam

We are enclosing herewith job description & other details for the following positions required for HO- Delhi.

1. L1 Engineer – Driver App
2. L1 Engineer – Customer App
3. Full Stack Developer
4. Executive (Performance Marketing)
5. Senior Data Analyst – AI & Mobility Analytics

You are requested to kindly circulate the vacancies in your website & notice board, so that eligible & interested candidates can apply.

Last date of receiving applications from eligible candidates is 21st September 2026.

Your cooperation in this regard will be highly appreciated.

With Regards

For Sahakar Taxi Cooperative Limited.


(Col Himanshu) 9/9/26
CEO

Encl- As Above.

Job Description – Performance Marketing Expert

Position: Performance Marketing Expert

Experience: 3–4 Years

Department: Marketing / Growth

Location: Delhi NCR

Employment Type: Full-Time

Reporting To: Head – Marketing / Growth

Salary: As per industry standards.

Role description

We are looking for a **Performance Marketing Expert** with 3–4 years of hands-on experience in digital advertising, customer acquisition, lead generation, campaign optimization, and analytics.

The candidate will be responsible for planning, executing, monitoring, and optimizing performance marketing campaigns to drive **customer acquisition, app downloads, bookings, driver acquisition, engagement, retention, and overall platform growth.**

The ideal candidate should have strong expertise in **Meta Ads, Google Ads, app-install campaigns, conversion optimization, retargeting, attribution, and marketing analytics**, preferably with experience in mobility, e-commerce, fintech, consumer technology, or other high-volume digital businesses.

Key Responsibilities

1. Performance Marketing Strategy

- Develop and execute performance marketing strategies aligned with business and growth objectives.
- Plan campaigns for customer acquisition, driver acquisition, app installs, bookings, retention, and reactivation.
- Identify target audiences, customer segments, geographic markets, and acquisition opportunities.
- Manage campaign budgets and optimize spending to achieve maximum ROI.
- Develop city-wise and audience-wise acquisition strategies.

2. Paid Advertising

- Plan, launch, manage, and optimize campaigns across:
 - Google Ads
 - Meta Ads – Facebook & Instagram

- YouTube
- Google App Campaigns
- Other relevant digital advertising platforms
- Develop campaigns across the complete funnel – awareness, acquisition, conversion, remarketing, and retention.
- Conduct A/B testing of creatives, audiences, messaging, landing pages, and campaign strategies.
- Continuously optimize campaigns based on actual business conversions rather than clicks or impressions alone.

3. App Growth & Customer Acquisition

- Drive cost-effective app installations and first-time bookings.
- Optimize campaigns based on CPI, CPA, CAC, ROAS, conversion rate, and customer LTV.
- Develop strategies to improve the conversion funnel:

Advertisement → App Install → Registration → First Booking → Repeat Booking

- Identify bottlenecks in the acquisition funnel and recommend improvements.
- Work with product and technology teams to improve app conversion and user journeys.

4. Driver Acquisition

- Design digital campaigns for driver acquisition and onboarding.
- Develop location-specific campaigns based on driver supply requirements.
- Track cost per driver lead, registration, verification, activation, and first ride.
- Optimize campaigns to improve active driver acquisition.
- Develop campaigns for specific vehicle categories and target geographies where required.

5. Analytics & Reporting

- Monitor campaign performance on a daily, weekly, and monthly basis.
- Prepare performance reports for management.
- Track key metrics including:
 - CAC

- CPI
- CPA
- CPL
- ROAS
- CTR
- CPC
- Conversion Rate
- Customer LTV
- Retention
- Booking Conversion
- Driver Activation
- Build performance dashboards using Excel/Google Sheets, Looker Studio, Power BI, GA4, Firebase, or equivalent tools.
- Provide data-driven recommendations to improve campaign performance.

6. Tracking & Attribution

- Ensure accurate campaign tracking and attribution.
- Work with technology teams on:
 - Google Analytics/GA4
 - Firebase
 - Meta Pixel/SDK
 - Conversion API
 - UTM tracking
 - App attribution
- Identify discrepancies between advertising-platform data and actual business data.
- Ensure accurate attribution of bookings, registrations, leads, and app installations.

7. Creative & Content Optimization

- Work closely with creative and social media teams to develop high-performing advertising creatives.
- Provide data-driven inputs for:

- Instagram Reels
- Static advertisements
- Video advertisements
- Carousel advertisements
- App-install creatives
- Driver acquisition creatives
- Test different creative concepts, messaging, offers, headlines, visuals, and CTAs.
- Identify winning creatives and scale them across relevant campaigns.

8. Budget & ROI Management

- Manage monthly digital marketing budgets effectively.
- Monitor campaign-level spending and ROI.
- Reallocate budgets toward high-performing campaigns, cities, audiences, and channels.
- Ensure marketing expenditure remains within approved budgets.
- Identify opportunities to reduce CAC while maintaining or improving acquisition volume and quality.

9. Market & Competitor Analysis

- Monitor competitor marketing campaigns, offers, promotions, and customer acquisition strategies.
- Track market trends in mobility, ride-hailing, transportation, and digital platforms.
- Recommend new digital channels, campaign formats, targeting strategies, and growth opportunities.

Required Skills

- 3–4 years of experience in Performance Marketing, Digital Marketing, or Growth Marketing.
- Strong hands-on experience with **Google Ads and Meta Ads**.
- Experience with mobile app marketing and user acquisition.
- Strong understanding of digital conversion funnels.
- Experience with GA4, Firebase, or equivalent analytics platforms.

- Strong knowledge of attribution and conversion tracking.
- Understanding of pixels, SDKs, UTM parameters, and Conversion APIs.
- Strong analytical and data interpretation skills.
- Advanced Excel/Google Sheets skills.
- Experience with A/B testing and campaign optimization.
- Strong understanding of CAC, CPI, CPA, ROAS, LTV, CTR, CPC, CPL, and conversion metrics.

Preferred Experience

- Experience in **mobility, ride-hailing, transportation, e-commerce, fintech, SaaS, or consumer internet platforms.**
- Experience managing high-volume app-install and transaction-based campaigns.
- Experience in customer as well as driver/supply-side acquisition.
- Experience handling campaigns across multiple cities or geographies.
- Experience working with marketing agencies and creative teams.
- Experience with large-scale digital marketing budgets.
- Knowledge of ONDC, mobility platforms, or cooperative/digital ecosystems will be an advantage.

Key Performance Indicators (KPIs)

Performance will be evaluated against clearly defined monthly and quarterly targets, including:

Customer Acquisition

- Number of qualified customer acquisitions
- Cost per acquisition
- Cost per first booking
- App installation-to-registration conversion
- Registration-to-first-booking conversion
- Repeat booking rate

Driver Acquisition

- Qualified driver leads

- Cost per driver acquisition
- Driver verification rate
- Driver activation rate
- Cost per active driver
- First-ride conversion

Campaign Performance

- ROAS
- CAC
- CPI
- CPA
- CTR
- CPC
- Conversion rate
- Customer LTV
- Retention rate

Business Impact

- Growth in customer bookings attributable to paid campaigns
- Growth in active drivers attributable to digital campaigns
- Improvement in acquisition efficiency
- Effective utilization of the approved marketing budget

Performance Review

- Monthly performance tracking against agreed KPIs.
- Quarterly formal performance review.
- Annual appraisal based on overall performance, business impact, and achievement of assigned targets.

Educational Qualification

Bachelor's degree in Marketing, Business Administration, Communications, Economics, Engineering, or a related discipline.

Certifications in **Google Ads, Google Analytics, Meta Blueprint, or other performance marketing platforms** will be an added advantage.

Ideal Candidate

The ideal candidate is a **data-driven and commercially focused performance marketer** who can independently manage campaigns from strategy and planning through execution, optimization, analytics, and reporting.

The candidate should be comfortable working with large datasets, experimenting with new acquisition strategies, managing advertising budgets, and translating marketing data into measurable business growth.

Candidates who have demonstrated measurable results in reducing CAC, improving ROAS, increasing app bookings, or scaling customer/driver acquisition will be preferred.

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) : _____

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

Latest Self
Attested
Photo

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 post.
- (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.