

AI Lead

With a reach of 20 million users per month, [IDR \(India Development Review\)](#) is Asia's largest independent media platform on the development sector. We advance knowledge on social change in India by publishing ideas, perspectives, and insights from real-world practice.

In September 2024, we launched [IDR Answers](#)—the **world's first AI-powered search and analysis engine built to answer any question about social impact**. In the last few months, we've seen thousands of queries on the platform and growing usage by nonprofit leaders, sector professionals, students, researchers, and more.

We're now entering an exciting new phase in this journey. We plan to **scale IDR Answers to a global platform**. To help us achieve this, we are **looking for someone who can lead our AI-powered initiative**, so that the collective wisdom of the sector is made available to as many people who need it, in the formats and languages they choose.

The role

As a manager leading this pioneering product and its growth, you will:

- Understand IDR's user base—their knowledge-seeking behaviour, patterns, and thematic preferences—and translate these insights into sustained value creation for them.
- Craft and execute compelling marketing strategies that drive and accelerate acquisition, activation, and virality.
- Design and implement customer retention strategies to ensure high user satisfaction and loyalty.
- Define and refine IDR Answers' brand positioning and messaging to resonate with our target audience.
- Be accountable for targets around user growth and engagement.
- Analyse and report on marketing performance using data analytics tools to optimise marketing strategies.
- Help create a network-effect platform that builds community and peer learning.

We are looking for someone who:

- Deeply understands user behaviour, can spot patterns in data, and build features that drive user growth, engagement, and retention.
- Has worked in a product manager and audience growth role in a start-up environment.
- Is familiar with a wide range of product marketing strategies and approaches.
- Has a proven track record of driving successful marketing and communication strategies as well as executing events (webinars, workshops, conferences) for building brand awareness.
- Is excited to take on new projects, give them shape, and see them through to completion.

- Is interested in issues that impact society.
- Thrives in an entrepreneurial environment, where one is given the freedom to experiment.

You will report to the CEO of IDR.

Apply if you have 8-10 years of work experience, and possess:

- Prior experience in working in a product marketing manager role.
- Strong problem-solving abilities and customer orientation.
- A flair for marketing, and an ability to manage several moving parts.
- The ability to analyse marketing metrics and a data-driven mindset to translate to actions.
- An obsessive attention to detail and robust quantitative skills.
- Experience managing team members as well as external stakeholders.
- The ability to work independently, deliver within tight deadlines, and think critically.

Send your CV to: writetous@idronline.org with the subject line **AI Lead**.

This position is a full-time role with a compensation of INR 24-36 lakh per annum based on experience and skills. You can be located anywhere in India.