

# Performance Marketing Executive

LET'S ENTERPRISE · PUNE · FULL-TIME, ON-SITE · 1 TO 2 YEARS

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Most performance marketing jobs hand you a ₹500 product and a two-day decision. **This one is a ₹13.5 to ₹19.5 lakh decision, made by a family, over months, about their child's next three years.** Long funnel, real emotion, and creative that has to earn every click.

## WHO WE ARE

Let's Enterprise runs **The Working BBA**, a three-year business degree where the real work is the curriculum. Students run projects for real companies and leave with a portfolio rather than a transcript. We're in Pune, we're five people, and you'd be our first dedicated performance marketing hire.

## THE ROLE

You own paid acquisition. Meta and Google are the channels. Qualified admissions leads are the number.

- Build and optimise campaigns in Meta Ads Manager and Google Ads against cost per qualified lead, not impressions.
- Write and test copy and video scripts. We already run English, Hinglish and founder-voice variants of the same message. That testing becomes yours.
- Work the funnel we've mapped. At the top it's "I don't fit the academic path." In the middle it's a parent going quiet about structure and safety. At the bottom it's "this feels irreversible." Different fear, different creative.
- Aim the spend. Parents give us 1.75x more clicks per rupee than student targeting, so go and find the next fact like that one.
- Own the tracking. GA4, Tag Manager, pixels, conversion events, UTMs. If the data's wrong, it's yours to fix.
- Close the loop from click to CRM record to enrolled student, and report it monthly.

## YOUR FIRST 90 DAYS

- Tracking rebuilt end to end, so any lead traces back to the campaign and the creative that made it
- Twenty-plus creative variants shipped, and the losers killed with the reasoning written down
- One honest number we don't currently have: what a qualified lead actually costs, per track
- One audience or channel we're wrong about, named

## WHAT WE'RE LOOKING FOR

- 1 One to two years running paid campaigns on Meta and Google** with your own hands in the account. Building and optimising it yourself, not briefing an agency.
- 2 You can open GA4, work out why a number moved, and say what to do about it.**
- 3 You already use AI tools daily,** and you can show us how, live.
- 4 You can work from Pune.**

## NICE TO HAVE

- Tag Manager and conversion tracking you set up yourself
- A dashboard you built and actually kept alive
- SQL, Apps Script, or serious spreadsheet and no-code skill
- Google Ads or Meta Blueprint certification
- Hinglish or Marathi copywriting
- Experience with a long, high-ticket purchase. Education, real estate, healthcare, B2B.

We read a lot of CVs for this role and almost none of them mentioned AI. If you're already good with it, you're ahead of your market, and we'd rather pay for that than train it.

## HOW WE WORK

We're a small team in Pune, so the work is hands-on and the ownership is real from your first week. Alongside the usual leave and public holidays, we fund your learning every year, give you paid days for volunteering and for looking after yourself, and let you pick a few extra holidays that actually matter to you. Side projects are fine, as long as they don't compete with us.

How you grow here comes down to what you contribute. Not your degree, not your background, not how close you sit to the leadership team. We'll walk you through the full policy when we talk.

## WHAT IT PAYS

We aim to pay above market for the role, and we don't cap what someone can earn while the organisation is growing. This one is **₹4,50,000 to ₹6,50,000 a year**. Where you land in that range comes down to how much of the channel you can run unsupervised, and how deep your tracking and AI work actually goes. If you think you should be earning more, say so. We'll look at the market data and your contribution together. Appraisals happen in February, increments in April.

## WHEN YOU'D START

We'd like whoever we hire to join within a month of us making an offer. Sooner, if you can manage it.

## THE FIVE THINGS WE ASK OF EACH OTHER

संकल्प **Set intent**, don't do things blindly. हिम्मत **Have courage**, stick your neck out. मस्ती **Be playful**, enjoy the process. विनम्रता **Stay humble**, no one knows it all. करो **Take action**, being wrong beats being stagnant.

We take our values very lightly. Hospitals are the place for people who are serious.

## HOW TO APPLY

Send your CV to [hi@letsenterprise.in](mailto:hi@letsenterprise.in) with an answer to this, in under 200 words:

**Tell us about one campaign you ran: the number it moved, and what you'd do differently now.**

*Screenshots of the account are welcome. Block out anything confidential before you send them.*