

## **Job Title: Chief Operating Officer**

**Job Title: Chief Operating Officer (COO)**

**Location:** Noida Sec-90

**Reports To:** CEO

### **Job Summary:**

The COO is a key member of the executive leadership team, responsible for overseeing the company's daily operations, ensuring efficiency, optimizing processes, and enhancing customer experience. This role is crucial in driving strategic initiatives, improving operational performance, and ensuring sustainable growth. Additionally, this role includes a **profit-sharing model**, aligning the COO/CXO's incentives with the company's financial success.

### **Key Responsibilities:**

#### **Operational Leadership**

- Develop and implement operational strategies to drive efficiency and business growth.
- Oversee day-to-day business operations, ensuring alignment with company goals.
- Design and optimize processes for improved productivity and cost management.
- Collaborate with other C-suite executives to align business strategies.
- Lead cross-functional teams to achieve operational excellence.

#### **Strategic Planning & Execution**

- Develop short-term and long-term operational strategies.
- Identify growth opportunities and ensure seamless execution of business plans.
- Improve business scalability and agility through technology and innovation.
- Monitor KPIs and drive continuous improvement initiatives.

#### **Customer Experience & Growth (For CXO Role)**

- Champion a customer-centric culture across the organization.
- Improve and innovate customer touchpoints and service delivery.
- Oversee customer feedback systems to enhance user experience.
- Ensure alignment of marketing, sales, and customer support functions.
- Develop new revenue streams and growth opportunities.

#### **Financial & Fundraising Responsibilities**

- Manage budgets, financial planning, and operational expenditures.



- Drive cost efficiencies while ensuring quality and performance standards.
- Identify and mitigate operational risks.
- Work closely with the CEO to secure funding and investment opportunities.
- Develop financial strategies to maximize **profit-sharing benefits**.

### People & Culture Development

- Foster a high-performance culture and strong leadership within teams.
- Oversee talent development, workforce planning, and employee engagement.
- Implement policies that drive collaboration and innovation.

### Compensation Structure:

- **Fixed Salary:** Competitive base pay aligned with industry standards.
- **Profit-sharing:** A percentage of annual net profits based on business performance.

### Key Qualifications & Skills:

- Proven experience as a COO, CXO, or in a senior leadership role.
- Strong background in business operations, strategy, and customer experience.
- Excellent leadership, decision-making, and problem-solving skills.
- Ability to drive digital transformation and process improvements.
- Strong financial acumen and ability to manage budgets effectively.
- Exceptional communication and stakeholder management skills.
- Experience in scaling digital marketing agencies and driving operational efficiencies.
- Understanding of marketing industry trends and customer acquisition strategies.

### Preferred Qualifications:

- MBA or equivalent business management degree.
- Experience in the digital marketing industry.
- Knowledge of emerging marketing technologies and digital trends.

