

Management Leadership Program

About Program


CATKing's 10th Year of MLP - Management leadership Program

(in the lines of GE's Leadership Program).

The MLP program is a 2-3 month internship program for students pursuing MBA from a reputed B-school. It aims at providing quality work exposure to students & seeks to learn from their MBA knowledge.

The programme also aims to create value to the students & the company with the help of mentorship from Bain / IBM / master card and MBA's from IIM A , FMS , IIML, SP Jain, NMIMS.



Contact us:
 hr@catking.in

To learn more, visit us at
 CATKing.in



Management Leadership Program MLP

Job Description

Basic details:

Work location - On-site; Mumbai

Working days - Monday to Saturday

Shift timings - 09:00 am - 06:00 pm

Dress code - Formals

Strict no work from home policy.

Job Description: Product Management MLP

We are looking for a dynamic MLP to join our team at CATKing Educare, an Ed-tech company based in Mumbai. The role involves analyzing market trends, creating actionable product innovation strategies, and building strong relationships to drive business growth. This is an in-office position, The Product MLP will be responsible for ideating and innovating CATKing products, and overseeing its development, strategy, and go-to-market plan.

Skills Required

- **Market Analysis:** Ability to assess and interpret market trends to find business opportunities.
- **Leadership & Communication:** Strong leadership qualities with excellent spoken communication.
- **Strategic Thinking:** Capability to create and implement effective marketing strategies.
- **Problem-Solving:** Effective in resolving challenges that arise in sales or client relations.

Key responsibilities

- E2E Product Launch from Ideate > Build> GTM Strategy > Launch >Measure
- Applying Design thinking framework in Building Product(Post training with a Design Coach during MLP)
- Conduct market research, gather customer feedback, and analyze data to identify product improvements and new features
- Prioritize features, create user stories and acceptance criteria for the development team for an Audience of 5 Lakh Customers.
- Coordinate with the development team during the product build process, ensuring timely delivery of high-quality products
- Plan and execute go-to-market strategies, including positioning, messaging, and launch activities
- Monitor product performance metrics and make data-driven decisions to optimize the product
- Implementation of AI to capture voice of the customer, post Go Live of the product
- Developing end to end product enhancement strategies using the upcoming technologies of
- Artificial Intelligence, Machine Learning to develop automated dashboards for customers
- Understand the markets, technologies, competitors and customers to develop and deliver
- product releases with UI/UX and Student friendly usability mapping that increases customer satisfaction and drives growth and profitability.
- Work with Marketing, Content Management and Technology management to ensure the project deliverables are met from all stakeholders perspective.
- Know every competitive product inside out in the MBA Exams Space India and Global.
- Work directly with customers (via Sales) on new product definitions (features and benefits).
- Develop and communicate business plans internally for new product proposals.
- Provide pricing recommendations for new and existing products.



- Work collaboratively with Marketing and Technology team management to adjust priorities and clarify features with respect to the customers' needs and product teams analysis.
- Work with Marketing, Operations, Product, Sales and Support to improve customer satisfaction (CSAT Scores).
- Once the Company executive management has approved a product development and marketing plan, Design and execute the communication plan and risk mitigation plan.
- Research and user test prototypes to maximize user satisfaction and performance.
- Regular interaction with Sales and customers, often at a technical level to ensure consumer needs are met

What we look for in a candidate

- 1-2 years of experience in a product management role, preferably in the EdTech or test preparation industry
- Strong analytical and problem-solving skills
- Excellent communication and stakeholder management abilities
- Proficiency in product management tools and methodologies
- Passion for building innovative and user-centric products
- You should be smart and should be able to get things done. Period. That's the number one priority
- An understanding and the passion to work in an Ed-Tech Startup
- Ability to react quickly to situations.
- Self-starters; can initiate and run projects end-to-end on their own.
- Proven ability to successfully thrive in an ambiguous environment and changing market conditions
- Passionate about marketing and constant learners who are always in sight of the changing marketing landscape
- Set the highest standards for themselves and their agencies/ other partners



Management Leadership Program MLP

Job Description: Sales and Marketing MLP

We are looking for a dynamic MLP to join our team at CATKing Educare, an Ed-tech company based in Mumbai. The role involves analyzing market trends, creating actionable sales strategies, and building strong relationships to drive business growth. This is an in-office position, ideal for someone who is keen on making a career in sales.

Skills Required

- **Market Analysis:** Ability to assess and interpret market trends to find business opportunities.
- **Leadership & Communication:** Strong leadership qualities with excellent spoken communication.
- **Strategic Thinking:** Capability to create and implement effective marketing strategies.
- **Problem-Solving:** Effective in resolving challenges that arise in sales or client relations.
- **Networking:** Ability to build strong relationships and expand the client base.
- **Highly proficient product & service marketer** with experience in digital marketing.
- **Two or more years of digital marketing, marketing communication and/or advertising experience** required.
- **Proven capability of driving large scale customer acquisition** through digital marketing.
- **Demonstrated strong analytical, written and verbal communication skills** coupled with copywriting skills



- Exposure to tech-environment – should have experience in setting-up online marketing for a product & services company.
- Analytical thinking skills and ability to derive actionable insights from a lot of data.
- Ability to number-crunch, read and interpret data, knowledge of vendors and products relevant to digital marketing and management, and awareness of trends in digital media.
- Digital media strategy, planning and management. Cross functional and cross cultural collaborations on various projects
- Degree in advertising, marketing or other business-related fields and certification in digital marketing (Google Certified Professional) is preferred.

Key responsibilities

- Analyze market trends to identify opportunities for business growth.
- Develop and implement sales strategies that align with the company's objectives.
- Build and maintain long-lasting relationships with students and stakeholders.
- Actively seeking out new sales opportunities through cold calling, networking and social media
- Collaborate with the sales team to refine pitching strategies and improve client conversion rates.
- Stay updated on industry trends and competitor activities to ensure competitive positioning.
- Exposure to tech-environment – should have experience in setting-up online marketing for a product & services company.
- Analytical thinking skills and ability to derive actionable insights from a lot of data.
- Ability to number-crunch, read and interpret data, knowledge of vendors and products relevant to digital marketing and management, and awareness of trends in digital media.
- Digital media strategy, planning and management. Cross functional and cross cultural collaborations on various projects
- Degree in advertising, marketing or other business-related fields and certification in digital marketing (Google Certified Professional) is preferred.



What we look for in a candidate

- Preference female candidates who are sincere and committed to excel at the tasks
- You should be smart and should be able to get things done. Period. That's the number one priority
- An understanding and the passion to work in an Ed-Tech Startup
- Ability to react quickly to situations.
- Self-starters; can initiate and run projects end-to-end on their own.
- Proven ability to successfully thrive in an ambiguous environment and changing market conditions
- Passionate about marketing and constant learners who are always in sight of the changing marketing landscape
- Set the highest standards for themselves and their agencies/ other partners



Management Leadership Program MLP

Job Description: Human Resource MLP

We are looking for a dynamic MLP to join our team at CATKing Educare, an Ed-tech company based in Mumbai. The role involves analyzing market trends, creating actionable product innovation strategies, and building strong relationships to drive business growth. This is an in-office position, Join CATKing Educare as a Human Resources MLP and gain hands-on experience in managing core HR functions in a dynamic educational environment. This internship offers you an opportunity to be involved in key HR processes such as recruitment, employee relations, and compliance, helping you grow professionally in the HR field.

Key responsibilities

- Assist in ensuring compliance with employment laws and company policies.
- Help manage recruitment activities, including sourcing, scheduling interviews, and following up with candidates.
- Support the HR team in developing and implementing HR strategies, policies, and procedures.
- Participate in handling employee relations and assist in resolving workplace issues.
- Stay updated on changes in work legislation and contribute to process improvements.
- Work on various HR projects and support day-to-day administrative tasks.
- Monitor product performance metrics and make data-driven decisions to optimize the product
- Work with Marketing, Content Management and Technology management to ensure the project deliverables are met from all stakeholders perspective
- Know every competitive product inside out in the MBA Exams Space India and Global.
- Work directly with customers (via Sales) on new product definitions (features and benefits).

Skills

- **Market Analysis:** Ability to assess and interpret market trends to find business opportunities.
- **Leadership & Communication:** Strong leadership qualities with excellent spoken communication.
- **Strategic Thinking:** Capability to create and implement effective marketing strategies.
- **Problem-Solving:** Effective in resolving challenges that arise in sales or client relations.

What we look for in a candidate

- Strong proficiency in English (spoken and written).
- Proficiency in MS-Office, MS-Excel, and MS-Word.
- Excellent organizational and time management skills.
- Basic understanding of HR practices and project management.
- Strong interpersonal and communication abilities.
- Ability to handle confidential information with discretion.
- Problem-solving mindset with attention to detail.
- Self-starters; can initiate and run projects end-to-end on their own.
- Proven ability to successfully thrive in an ambiguous environment and changing market conditions
- Set the highest standards for themselves and their agencies/ other partners