

Founding Organic Growth Lead

Bangalore · Full-time · In-office · 3–8 years experience

Build Aurora's organic consumer-app growth engine for US and European markets from zero.

ABOUT THE ROLE

Aurora needs durable organic growth — not just paid spikes. As Founding Organic Growth Lead in Bangalore, you will own the playbooks that help a consumer app earn attention and retention in the US and Europe, starting from a clean slate.

You will find the channels, narratives, and loops that compound, then turn early wins into a repeatable growth system.

WHAT YOU'LL DO

- Own organic consumer-app growth for US and European markets, starting from zero.
- Build and run channel strategies across content, community, ASO, partnerships, and other non-paid loops that fit Aurora.
- Define the metrics that matter, run experiments, and double down on what compounds.
- Partner with product and brand so growth insights shape what we ship and how we talk about it.

WHAT WE'RE LOOKING FOR

- 3–8 years of organic consumer-app growth experience in US and European markets.
- Proven ability to grow a consumer app from zero — not only optimize an already-scaled funnel.
- Strong experimentation instincts and comfort owning both strategy and hands-on execution.
- Clear written communication and a bias toward systems that keep working after the first viral moment.

NICE TO HAVE

- Creator experience or a track record working closely with creators.
- Background with mass-market consumer apps rather than narrow niche products.
- Experience building early growth playbooks at startups.

COMPENSATION

Competitive cash plus a meaningful founding-team ESOP grant. Final band depends on experience and evaluation.

HOW TO APPLY

Email us with the role title in the subject line: join@aurorax.co.