



Community & Operations Lead - Urdu

Basics:

Location: Bangalore

Type: Full-time role

Team size: 200 - 240 employees.

Salary range: 5-7 LPA (based on experience, skills, work location preference etc but for truly exceptional talent, this limit doesn't apply)

Note: Applications are invited over email only. Avoid applying on LinkedIn.

About Pratilipi:

Founded in 2014 by a set of reading enthusiasts, Pratilipi is a storytelling platform that brings readers, writers, and their stories together. Something that started as a reading platform we are now operating across four more products - Pratilipi Comics, Pratilipi FM, IVM podcasts, and Writeorder.

All the magic happens from a super cool office in Bangalore where we brainstorm, ideate, debate, and execute. Aggressive and fast-paced, we motivate ourselves with meaningful disputes over infinite cups of tea.

Product Details -

Pratilipi literature consists of 12 languages, 700K+ writers, 5M+ stories, 30m+ MAU. Pratilipi is the country's largest self-publishing platform.

About the Team:

The Community & Operations team works closely with the Users(Authors and Readers) to enable delightful experiences for them.

Our team, also known as the Language team at Pratilipi, is always focused on building a great community of authors and readers via various initiatives. We keep resolving user issues. We also

closely work with the Product team and QA team to grow and build experiments & features that enable delightful experiences for our users.

We are a lean team that learns from each other and iterates rapidly to make a larger impact on the user community. Our strive to solve user problems and also build a community for them enables us to redefine our goals, action plans, and strategy constantly.

We are 15 community managers working together in a high ownership-driven environment, from solving user problems and bugs to developing a community of Authors. We are looking for a Leader for the Urdu language who fits into our culture and brings something new to the table, including party tricks.

[Meet the team](#)

Role :

You will be Leading the whole Urdu language operations and community initiatives at Pratilipi. You will be resolving customer issues, reporting bugs, and executing a community-oriented strategy for the Urdu language. You will be scaling your language community with an innovative, creative, and efficient execution style. **Note that this is a customer service-centric role along with other responsibilities of leading the language matrices. Majority of days will be spent answering user queries. Great Customer service is the soul of Pratilipi. We are looking for obsessive folks who loves serving users better.**

We broadly divide Urdu Operations into 3 parts: 1> Customer Service 2> Content Operations 3> Author Community Operations. Under this particular role, as you will be Heading the entire language, all the above three areas of impact would be owned by you.

Note that: Urdu is our biggest language and we are damn serious about who joins in this role :)

Responsibilities for Urdu Community:

You will be helping the Pratilipi Authors community by -

- Developing trustworthy, long-lasting strong relationships with the Authors community. You will empower and guide them on growth and their unique success plan on Pratilipi.
- Defining, executing, and scaling community initiatives and experiments for the growth of the community.
- Defining quarterly action plan for the community growth and wellbeing. You will be doing aggressive experiments to achieve your community goals and key results.
- Scaling each successful community initiative with the help of a team of freelancers.
- Empowering monetization for the community via different strategies and initiatives.
- Organizing offline meet-ups (Post COVID), workshops, masterclasses to help the author community grow.
- Helping in defining, designing, and implementing a Community help center and forum for the language.
- Helping in effective execution of IP deals, contracts, and communications with the author community.

Responsibilities for Operations:

You will be handling operations for the Urdu language by helping in -

- Resolving reported customer issues for the Urdu language.
- Raising patterns and bugs in the product to help the QA team to solve them rapidly.
- Brainstorming on an efficient system to solve the top priority user problems, possible resolutions, feature suggestions with help of the product team.
- Designing problem resolution systems, automation, delegations of tasks to achieve customer satisfaction and success.
- Managing and growing Social media pages effectively.
- Helping in product translations, community emails, IP acquisition work from different teams at Pratilipi.
- Moderation of contents and authors violating community guidelines.

Experience: We prefer a person with strong creativity in Urdu literature Writing/Reading both, and an understanding of the tech world. Experience won't matter that much. We also welcome freshers with a strong hunger to grow the Urdu author community.

Must have: Excellent written and verbal communication skills in Urdu and English.

The expertise we are looking for:

- Strongly passionate about Urdu writing, reading, and literature in general. An artist. A creative soul.
- Have you heard of an engineering or science graduate turned author? They might fit in! We are eager to work with square pegs in round holes.
- A highly self-driven person who can work independently on community initiatives with utmost ownership and accountability.
- You should be great at Urdu writing. You should be able to create awesome email campaigns, blogs, and articles to grow your community.
- Strongly Data-driven yet strongly intuitive. Artist at heart, an entrepreneur at mind. You know the pulse of the Author community.
- You think on a scale. You do small experiments, and you do grand scaling of successful experiments.
- You are an ownership-driven mature adult comfortable with multitasking. You are super organized, a good listener, a self-motivated problem solver, highly empathetic for customers, and above all a lover of Urdu culture and language.

Good to have (but not Mandatory):

- Writing career in the Urdu language
- Author on Pratilipi platform
- Basic skills of Microsoft Office, G Suite, Project Management, etc.

- A unique combination of Creative and analytical skills.
- Community building experience on any scale.
- Customer success understanding

Benefits :

- Medical insurance
- You can choose Online courses that will help you grow
- Buy Books
- Mental Health Consultation

Do not apply if you are not:

- Excellent with Urdu Writing or Reading or in general passion for Literature
- **Considering Customer service as the most important part of a business.**
- Curious in general
- Able to explain things in simple terms
- Use to work in a chaotic environment
- Highly proactive
- Hungry to grow anymore

If you find yourself fit for the role, please email your resume at jitesh@pratilipi.com along with a cover letter. Do mention why we should hire you. Please avoid AI help in emails/CVs.

Note: Applications are invited over email only. Avoid applying on LinkedIn.