

Saaskart

Distribution Lead (Email, WhatsApp, Slack & more)

Growth · Remote (India) · Full-time

About Saaskart

Saaskart is building the trusted marketplace and intelligence layer for how the world discovers, compares, evaluates, and buys software, AI agents, and service providers — powered by SIA, our AI buying assistant. We are remote-first, high-ownership, and buyer-first: we never sell a ranking and never fake a review.

About the role

You own how Saaskart reaches buyers and sellers across every owned and conversational channel — email, WhatsApp, Slack, and emerging surfaces. You turn our content, listings, and intelligence into well-targeted, well-timed, permission-based distribution that drives qualified engagement without ever becoming spam.

What you'll do

- Own the strategy and execution of multi-channel distribution across email, WhatsApp, Slack, and new channels.
- Build segmented, lifecycle, and triggered journeys that match the right message to the right buyer or seller at the right moment.
- Protect deliverability and sender reputation — manage warm-up, sending limits, list hygiene, and compliance.
- Partner with content, SEO, and product to turn assets and intent signals into distribution that converts.
- Instrument everything: define metrics, run experiments, and report on reach, engagement, and downstream impact.

What we're looking for

- 3+ years in lifecycle/CRM, growth, or marketing operations with hands-on multi-channel execution.
- Deep understanding of email deliverability and compliance (CAN-SPAM, GDPR) and messaging-channel best practices.
- Comfort with marketing automation, segmentation, and analytics tools; SQL or no-code data skills a plus.
- Strong judgment on relevance and consent — you grow engagement without degrading trust.

Nice to have

- Experience with WhatsApp Business API or community/Slack distribution at scale.
- B2B SaaS or marketplace background.

How to apply: email careers@saaskart.co or apply at saaskart.co/careers with your resume and a short note on what you'd want to own. All roles are full-time and remote (India).