

WE'RE HIRING

Brand Manager D2C Brand Building

RK Group | Bangalore, India | Full-Time | 3–5 Years Experience

The Role

We are building a D2C brand from scratch, and we are looking for the one person who will treat it like their own. You will have complete creative freedom, full access to assets, and a team that backs you at every step. What we need from you is hunger: the drive to take something from zero to loved. If you have come out of a good business school and have been waiting for a blank canvas, this is it.

What You'll Do

- Own the brand end-to-end, voice, visual identity, positioning, and how the world sees it
- Build and execute the go-to-market strategy from launch to scale, across digital and offline channels
- Drive the digital presence, website, social media, performance marketing, and community building
- Identify and manage influencer and creator partnerships that actually move the needle
- Set the metrics that matter, revenue, retention, brand recall, and own the outcome
- Work directly with leadership to shape the brand vision and long-term roadmap

Who We're Looking For

You plan before you act, and you bring the brand to life before anyone else sees it.

- MBA from a reputed institution, you understand markets, consumers, and what makes a brand win
- 3–5 years in brand management, D2C, or consumer marketing, you have seen a brand be built
- Proactive to a fault, you do not wait to be asked, you move before anyone notices the gap
- Creative and commercially minded in equal measure, beautiful ideas that also sell
- Comfortable owning P&L, budgets, and timelines without hand-holding
- Someone who gets restless when things move too slowly, urgency is your default mode

What Will Make You Stand Out

- You have launched a brand or product and can show us what you built
- You have managed performance marketing budgets and know your CAC from your LTV
- You think in communities, not just campaigns
- You bring a perspective on what Indian D2C consumers want that is rooted in real insight

Why Join Us

- You write the brief here, all creative freedom, all the assets, full ownership
- Build something from zero with the backing of an established group
- A lean, fast-moving team that does not slow people down with unnecessary process
- Room to grow into a brand leadership or general management role as the brand scales