JD – Retail Marketing Manager, Robust Kommerce

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Role overview

The Retail Marketing Manager drives footfall, conversion and repeat purchase across Robust Kommerce's 60+ EBO and SIS doors, and leads a two-person team covering CRM and social media.

Robust Kommerce is a franchisee, not a brand owner. Mango, NEXT, Nautica and newer partners set brand positioning and global campaigns. This role turns them into city-, mall- and store-level activity that shows up in sales, while building RK's own customer relationships through CRM and social.

Reports to	COO, Robust Kommerce
Direct reports	2: CRM Executive (Easyrewardz partnership) and Social Media Executive
Location	Bengaluru, with frequent travel to Delhi NCR, Mumbai, Hyderabad, Chennai, Kolkata and Vizag
Scope	All brands and doors in the RK portfolio, including new store launches

Key responsibilities: Brand Marketing (owned directly)

The manager personally owns brand and store-level marketing for every brand in the portfolio.

1. **Brand-compliant local marketing.** Adapt each principal's seasonal campaigns (new season, EOSS, festive) for Indian cities and malls, and secure brand approvals quickly. Keep brands strictly separate: each has its own customer, tone and compliance rules.
2. **Mall and landlord marketing.** Build relationships with mall marketing teams to secure atrium slots, digital screens, mall app placements and events at minimal cost. Work with leasing to build marketing support into new leases and renewals.
3. **Store launches.** Own the launch playbook for every new door: pre-launch buzz, launch-day events, influencer previews and a 30-day footfall plan. Strong vendor network and execution understanding is a key expectation.
4. **Omnichannel with Myntra.** Align joint campaigns, sale calendars and store-linked online promotions so channels support each other.
5. **Digital Receipt & GMB ownership.** Track and build NPS program, GMB reviews at stores, CRM activations and drive effective customer capture at stores with trainings

from time to time. Also monitor POS and campaign rollouts, and audit execution through photo checks and store visits.

6. **Budget, co-op funds and ROI.** Own the marketing budget as a percentage of sales by brand, city and door. Claim and fully recover co-op funds from brands and malls. Measure every activity against footfall and sales in RK Intel, then scale or stop it.

Team leadership

The manager is fully accountable for the KRAs of both direct reports. If a team member misses a deliverable, the manager owns the miss.

CRM Executive (Easyrewardz partnership)

- Manages day-to-day work with Easyrewardz, RK's CRM and loyalty partner: data quality, campaign setup, platform issues and reporting.
- Runs WhatsApp, SMS and email campaigns for new arrivals, sale previews, birthdays and lapsed-customer reactivation.
- Supports store teams on customer data capture at billing and on clienteling.

Social Media Executive

- Builds and grows the social media presence for each brand, within the handles, formats and guidelines each brand principal permits.
- Plans a monthly content calendar per brand, covering launches, store events, new arrivals and sale periods.
- Manages influencer and creator collaborations for store launches and city-level activity.

What the manager does as their lead

- **Sets KRAs.** Defines each member's KRAs and monthly targets at the start of every quarter, aligned to the marketing plan.
- **Plans the work.** Approves the monthly CRM campaign calendar and social content calendar before execution.
- **Reviews weekly.** Holds a weekly review of deliverables, results and blockers with each member, and fixes slippage the same week.
- **Guides at every step.** Reviews and signs off campaign briefs, creatives, captions and customer messages before they go live, especially anything brand-facing.
- **Develops the team.** Coaches both members, runs quarterly performance reviews, and flags capability gaps early.

- **Manages the partner.** Owns the Easyrewardz relationship at a senior level: contract scope, service levels and escalations.

KRAs and KPIs

The manager is measured on their own KRAs and on the team's. Targets for each KPI are set quarterly with the CEO.

Owner	KRA	KPIs
Manager	Store traffic and sales	Footfall growth, conversion %, ATV, UPT in campaign windows; LFL growth in activated vs. control stores
Manager	Store launches	First-30-day sales vs. plan for each new door
Manager	Budget and co-op funds	Marketing spend as % of sales; % of brand and mall co-op funds recovered
Manager	Brand compliance	Zero guideline violations; on-time campaign rollout across doors
Manager	Team delivery	% of team deliverables met on time each month; both members meeting their KRAs
CRM Executive	Customer base	Active database size; % of bills with customer data captured
CRM Executive	Repeat business	Repeat customer %; revenue from CRM campaigns; lapsed-customer reactivation rate
CRM Executive	Easyrewardz delivery	Campaigns live on schedule; partner issues closed within agreed SLA
Social Media Executive	Reach and engagement	Follower growth and engagement rate per brand handle
Social Media Executive	Content delivery	Monthly content calendar delivered on time per brand
Social Media Executive	Store impact	Footfall or enquiries attributed to social and influencer activity at launches and events

Candidate profile and stakeholders

The ideal candidate is a commercially minded retail marketer who has led a small team and owned store-level results.

- **Experience:** 6–10 years in fashion or lifestyle retail marketing, with at least 3 years across multiple stores and cities. Franchisee or multi-brand experience is a strong plus.
- **People management:** At least 2 years managing direct reports, with a record of setting KRAs and running performance reviews.
- **Must-haves:** Mall marketing relationships, store launch experience, and hands-on CRM or loyalty platform experience. Working knowledge of social media content and influencer marketing, enough to guide and review the Social Media Executive.
- **Mindset:** Asks "what did it do to sales?" before "how did it look?". Can push back on a global brand team diplomatically.
- **Avoid:** Pure ATL or agency-side profiles who have never owned store-level results or managed a team.

Internal stakeholders: COO-Robust Kommerce, regional and store operations heads, VM team, finance (budgets and co-op reconciliation), RK Intel team.

External stakeholders: Brand marketing from Myntra and Operations Team from Myntra partner engagement, mall marketing heads, Easyrewardz, agencies and influencers and vendors.

CTC: Competitive – 25 LPA

To apply: Send your CV to hr@robustkommerce or apply via the direct DM to this post.

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