



Job Title: Brand Manager

Location: Bengaluru (On-site)

Type: Full-time

About Arkahub :

We are an early-stage startup building a consumer brand for residential solar. Our goal is to make buying rooftop solar as simple and desirable as buying a home appliance—and move away from the complex industry jargon seen today.

The Role

We are looking for a Brand Manager with Creativity as their core skill. You must have started your career in a hands-on creative role (Copywriting/Art Direction) and transitioned into Brand Management. You will be the bridge between our product and the customer. Your primary mission is to translate our technical offering into emotional benefits that address deep customer anxieties—like cost, complexity, and trust. You will work directly with the founders to refine our proposition based on the pulse of the market.

What You Will Do

- **Proposition Translation:** Transform our core promises into compelling narratives that solve specific customer pain points.
- **Segmented Storytelling:** Craft distinct messages for different target groups—from the "Curious Observer" to the "Savvy Shopper" to the "Tech Geek."
- **Customer Pulse & Feedback:** Deeply understand customer friction points. Use these insights to not just tell stories, but to help us sharpen our overall brand proposition and product offering.
- **Brand Stewardship:** Act as the custodian of our visual identity and voice.
- **Execution:** Create key brand assets to ensure high-quality output

Who We Are Looking For

- **Creative Roots:** You must have started your career as a hands-on creative (Copy or Design). You know how to use creativity to solve business problem
- **Radical Empathy:** You can step into the shoes of a homeowner, understand their specific fears, and write to assuage them.
- **Strategic Adaptability:** You know that a message for a tech-savvy user is different from a message for a cost-conscious senior citizen, and you can write for both.
- **Experience:** 8–11 years of total experience.
- **Industry:** Experience with D2C, Consumer Durables, or Fintech brands preferred.

To apply, fill this form : <https://forms.gle/AiCynxExgFYzpXLAA>