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Employment Type: Full-Time

Department: Operations

Reporting To: Zonal Head

Designation: City Manager- Operations

About CupShup

CupShup is one of India's fastest-growing integrated marketing agencies, specializing in AI-lead integrated growth for ambitious brands. With over 11+ years of industry experience, we combine creative storytelling, data-driven strategy, and on-ground excellence to drive measurable business outcomes.

Our client portfolio spans leading names across FMCG, BFSI, EdTech, FinTech, and E-commerce — including HUL, Marico, SBI, ICICI, Ola, Uber, Swiggy, and Zomato — brands that trust us to accelerate their growth journey. With a 50-member team operating across 7 cities and a track record of serving 400+ brands, CupShup continues to scale as a partner of choice for ambitious brands seeking integrated growth.

Position Overview

We are seeking a strategic and operations savvy City Manager - Operations to lead and scale our operations function in a high-growth city. This role sits at the intersection of operational excellence, team leadership, and client success. You will be responsible for managing the entire operations function across multiple campaigns, leading a team of Operations Executives and support staff, ensuring consistent delivery of on-ground marketing activations, and driving continuous improvement in processes and profitability. The ideal candidate is a visionary leader who combines operational rigor with people development, thrives in a scaling business environment, and has a proven track record of building high-performing teams while maintaining exceptional quality standards.

Key Focus Areas

1. Operations Leadership & Team Excellence

- Lead, mentor, and develop a city-level operations team comprising Operations Executives, junior team members, and support staff - fostering a culture of ownership, accountability, and continuous learning.
- Set operational KPIs and performance standards across all campaigns; track, monitor, and drive accountability through regular performance reviews and coaching.
- Build and retain top talent through career development plans, regular feedback, and creating a collaborative work environment aligned with CupShup values.
- Identify skill gaps and drive targeted hiring, training, and upskilling initiatives to strengthen team capabilities in AI-driven insights and integrated growth execution.

2. Integrated Campaign Execution & Innovation

- Oversee end-to-end execution of integrated marketing campaigns (ATL & BTL) across the city — campaigns that blend digital strategy, creative storytelling, and on-ground activation.
- Establish and enforce rigorous quality standards and SOPs across all activations; conduct periodic audits and spot checks to ensure consistency and excellence.
- Leverage data and insights to optimize campaign execution in real-time; drive measurement and learning frameworks that inform campaign improvements.
- Champion innovation in execution methods; pilot new approaches, technologies, and partnerships that enhance campaign effectiveness and brand impact.

3. Client Partnership & Growth Enablement

- Build and maintain strategic relationships with city-level brand partners; serve as the trusted operations partner in their growth journey.
- Deliver on operational commitments with exceptional quality and reliability; track and report on execution metrics that matter to client business outcomes.
- Provide actionable insights and intelligence from on-ground execution that help brands understand market dynamics, consumer behavior, and campaign effectiveness.
- Collaborate with client servicing and strategy teams to ensure operational execution aligns with integrated growth objectives and brand goals.

4. Vendor Network & Ecosystem Excellence

- Build, grow, and manage a high-quality pan-city vendor network across all categories - manpower agencies, printers, fabricators, OOH partners, logistics, venue owners, etc.
- Negotiate partnerships and manage service levels with vendors; ensure they align with CupShup's quality and innovation standards.
- Foster collaborative relationships with vendors; seek partnership opportunities for innovation, service enhancement, and shared growth.
- Maintain a diverse and capable vendor ecosystem that enables us to deliver integrated solutions seamlessly across cities.

5. Process Excellence & Operational Efficiency

- Establish and maintain standard operating procedures (SOPs) for all recurring operational processes; regularly review and update for relevance and effectiveness.
- Drive process improvements and operational efficiency; identify bottlenecks, piloting solutions, and scale best practices across the team.
- Leverage technology and automation to streamline operations; stay informed on operational tools and platforms that can enhance productivity.
- Maintain organized, audit-ready documentation across all campaigns; ensure data integrity and information accessibility for insights and compliance.

6. Compliance, Governance & Risk Management

- Ensure all campaigns comply with regulatory requirements, brand guidelines, and company policies; manage permissions, licenses, and audit trails.
- Identify operational risks and develop mitigation strategies; escalate critical issues to leadership promptly and propose solutions.

- Maintain strong compliance with statutory norms (GST, labour, safety) and brand governance across all activations.
- Build a culture of compliance and ethical operations; ensure transparency and accountability in all operational decisions.

What We Offer

- A strategic leadership role with P&L responsibility and direct impact on city-level growth and profitability.
- Opportunity to build and lead a high-performing operations team in a scaling, entrepreneurial environment.
- Exposure to marquee clients across diverse industry verticals and complex, large-scale campaigns.
- Hands-on mentorship from senior leadership on business strategy, operations scaling, and people management.
- Clear pathway to regional/national leadership roles based on performance and business impact.
- Competitive compensation commensurate with experience, including performance-based incentives tied to operational KPIs.
- A collaborative, inclusive, and growth-oriented work culture that values innovation and operational excellence.

How to Apply

Interested candidates are invited to submit their updated resume, a brief cover letter, and a showreel / portfolio of recent productions to hiring@cupshup.co.in. Only shortlisted candidates will be contacted for further assessment and interviews conducted by CupShup's HR team.