



Assistant Content Manager

About the company

Zivame is a Women's fashion brand company which started in 2011 as online lingerie retailer featuring hundreds of styles for the Indian woman. We believe that we are in a very exciting junction of our journey. We have scaled up from being a start-up and now are looking at building a sustainable, fast growing and a profitable company by establishing its own lingerie and Activewear brand in the industry.

We have seen an exciting growth phase this financial year with revenue growth of 80% over FY 17 with reduced spends leading to high double-digit EBITDA improvement. We entered retail EBO channel about a year back and have already become largest Lingerie Retail EBO network in India with about 30 retail stores. The success of this expansion is seen with stores achieving break even in less than 6 months and retail channel 3x growth.

We have also entered other categories like Activewear, Sleepwear and Shapewear which is witnessing 2X growth of Lingerie category. Our mission is to be a Women's fashion brand which will help Women dress better by growing a category whose offline representation is underserved because of range and size availability issues, lack of consultation and social discomfort. We have roped in international design team to deliver fresh styles every month for the new age Indian women.

Culturally, we pride ourselves in being an open, transparent company which retains its Start-up DNA. We encourage teams and individuals to take full ownership and drive initiatives in a fully empowered environment. We encourage experimentation and risk taking and a constant drive to build something new which can help us deliver better outcomes to our customers. Our thesis is that every Individual should within Zivame find all means to make and drive impact.

Responsibilities -

- Work closely with the Content Head to lead creative requirements for multiple branding projects, ensuring correctness, creativity and adherence to the brand tone
- Craft creative and persuasive copy for all marketing and branding channels like banners, emails, SMSs, landing pages, FB ads, Google ads, videos, buying guides, rural marketing collaterals, branding collaterals and more
- Understand the revenue impact of communication and adapt content based on data insights received from other teams
- Ideate and conceptualize for new promotions - come up with attractive, catchy names and adapt copy to the flow of promotions
- Work in tandem with the category, marketing, UX, tech and creative design teams to ensure that content follows different requirements
- Supervise day-to-day tasks of in-house and freelance writers



Required Experience & Skills:

- 3-6 years of marketing copywriting or content writing experience with the ability to work under tight deadlines
- Strong understanding of different styles of writing for different requirements
- Ability to grasp concepts quickly
- Highly responsible and committed
- Preferably a Mass Communications post-graduate