

Brand Manager (Category – ActiveWear)

Company Overview

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 into retail EBO channel about a year back and have already become largest Lingerie Retail EBO network in India with about 30 retail stores and about 700 trade (multi brand outlets), Zivame is one of the fastest growing brands in this space. We have built a robust design to delivery process. This enables us to bring global fashion in the widest range of sizes and styles for various body types. 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 into 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 startup 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.

Focus on Innovation: Our business has been built on the foundation of constant innovation across product, design, sourcing and technology

Activewear- Zivame has been able to bring specialized fabric technology along with trend setting styles. Specifically, signature fabrics like Alphasculpt (high compression for high intensity workouts) has seen significant consumer acceptance. The overall premise is to provide the consumer with superior functionality along with contemporary styles. This category is now amongst the fastest growing segments within the company with double digit growth month-on-month

Role deliverables: Asst. Brand Manager

- Handling Active wear category – Zelocity

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- Create an annual plan and execute it for Zelosity
- Creating collection stories and launches across platforms
- Making social media strategies
- Retail communication
- Brand collaboration and
- Influencer and community management
- Drive research
 - Internal research
 - Research with external agencies
 - Consumer research and insight mining
- PR
 - Handle Brand PR
 - Execute the annual PR plan with the agency
- Represent brand team in CFT to drive and enhance consumer experience
 - Loyalty
 - Retention

Prerequisites: Highly driven individual

- Exposure to women's lifestyle/ fashion brand
- Strong understanding of consumer insights, active wear segment, social media
- Understands digital, retail verticals of business
- Highly accountable and zero tolerance to lack of integrity with external stake holders
- Team player can think out of the box to execute cost effective solutions
- Ability to appreciate cost effective real time marketing ideas
- Good presentation skills, attention to detail
- Ability to resolve problems and be accountable for timelines and results
- Should be inclined to some form of sport

Qualification: MBA/ PGDCM from a premier institute

- MBA for premier B school having worked as an associate brand manager in fashion/ lifestyle/ consumer facing brands
- Have had sufficient experience in executing brand plans with strong understanding on costs and measuring results
- Should have has exposure to quant and qual research
- Should have handled events, influencer marketing, PR agency