



About Zivame

Zivame was founded in 2011 with the vision to facilitate women to shop uninhibitedly for intimate wear and to make lingerie shopping comfortable. Zivame is now the No. 1 online lingerie company in India with 50 + retail stores and presence in 1000 + partner stores across India. Our Mission is to be the destination for every woman's intimate needs. We believe that every woman is unique, and we want to deliver a platform that allows her to browse, discover and shop what is right for her.

All the products at Zivame stem from the desire to design something that is a blend of quality and comfort. Zivame offers trendy lingerie, activewear, sleepwear, loungewear and shapewear in over 3000 + exclusive designs and 100 + sizes catering to women across all body types.

Job Profile:

- Spearhead the entire content development process for the organisation.
- Conceptualize & develop content with respect to user experience & brand guidelines
- Transform marketing communications into powerful and engaging content.
- This role requires spearheading a team involved in developing content including blog posts, e-mailers, sales collaterals, infographics, website content, social content (which is both engaging and viral), video scripts and more.

Desired Competency/Experience:

- Must have 5 plus year of experience in content writing
- Exceptional English language skills, both oral and written
- Demonstrated ability to coordinate and manage multiple projects, communication channels, and copy styles
- High level of attention to detail, including editing and quality control abilities
- Strong interpersonal and teamwork skills