



## 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 30 + retail stores and presence in 800 + 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, and shapewear in over 3000 + exclusive designs and 100 + sizes catering to women across all body types.

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## Job Description – Social Media Manager

### Key Responsibilities:

- Develop, implement and manage our social media strategy
- Setting objectives and reporting on important social media KPIs
- Own content calendar, craft posts, and content across platforms; have an eye for design and attention to detail
- Stay up to date with the latest social media best practices and technologies. Also should be able to ride on current topics and participate in trending conversations
- Work with copywriters and designers to ensure content is informative and appealing
- Collaborate with Marketing and Product Development teams
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Identify influencers, manage influencer associations and measure analytics
- Ensure that social media enhances and brings alive the defined brand stories

### Skills and Competencies:

- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Good understanding of social media KPIs
- Critical thinker and problem-solving skills
- Great interpersonal, presentation and communication skills
- Self starter who takes initiative and ownership
- Should be proactive with strong attention to details

### Experience and Qualifications

- B-Sc degree in Marketing field
- 5 - 7 years of experience in Social media marketing and management at an agency