



WE ARE

**GREAT PLACE TO WORK - CERTIFIED™**

Building and sustaining High-Trust, High-Performance Culture™



## **About us**

Innoviti Technologies Pvt. Ltd. (<https://innoviti.com>) is India's largest provider of collaborative commerce platform - a next generation marketing SaaS platform, that is helping diverse businesses such as banks, product brands, and merchants, to accelerate sales more efficiently than possible otherwise. The platform enables them to partner and acquire customers together, by turning payment transactions into new and purchase tools that urge consumers to buy more products and better products right at the point of purchase.

The company has a dominant share of >70% in providing such purchase solutions to the leading enterprises of India, managing over 10B\$ of annual purchases. Bessemer Venture Partners, USA, FMO, Netherlands, Catamaran Ventures, Panthera Growth Partners, and Alumni Ventures are investors in the company.

The company has six patents, including one US patent and is the winner of Mastercard's Innovation Wizards Award, Reliance's Most Promising Growth Consumer Finance Award and Deloitte Fastest Growing Companies in Asia award in 2020.

Innoviti is the only Indian payments SaaS company to be awarded the coveted SOC3 seal of excellence for adherence to principles of trust in privacy, security, confidentiality, availability, and processing of transactions.

The company is certified Great Place to Work and strives to create a workplace where people can learn and earn more. The brand has been named as the 'Rising Brand of Asia' 21-22"

**Would you like to join this journey?**



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### **Job description:**

**Designation : Content Writer**

**Location : Bangalore**

### **Key Responsibilities**

- Creating content and converting highly technical fintech knowledge into business drafts
- Understanding of fintech and payment space
- Ability to draft and generate a variety of business led, product led and marketing led content that can be repurposed for business and digital usage
- Understand Innoviti products, digital payment processes and create relevant product notes, proposal, presentations in desired template
- Create in collaboration with business and MaC team, effective content for all Innoviti organs like blogs, website, industry whitepapers, product spec. sheets
- Collaborate and work across cross function to fulfil content generation needs
- Produce content that adheres to the company's style guidelines
- Should be able to understand technology & technology concepts related to payments
- Interpret and adapt business briefs and built persuasive copy concepts
- Impeccable copy edit skills
- Ability to generate content within short deadlines
- Draft long and short copy around pre-defined key messages and story board

### **Skills and Qualifications:**

- Bachelor's degree or equivalent in English / Communication/ Relevant field
- Demonstrated success in content generation
- Highly skilled in reative and business writing skills with attention to details
- Uncompromised copy edit skills
- Experience and adoption skills in producing copy for digital, print and broadcast channels
- Familiarity with social media writing including use of hashtags, emojis and acronyms
- Proficient in desktop publishing software and Microsoft Office tools and Google docs
- Good interpersonal and collaboration skills
- Articulate and quick in understanding briefs to convert them into appropriate content
- Clear understanding of key messages
- Good to have storytelling and narrative skills
- Basic understanding of SEO concepts preferred
- Ability to learn new tools / concepts



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### **Personality:**

The ideal person for this role would be someone who loves the challenge of an entrepreneurial environment, who has high ownership to be available 24x7 for our customers, who is able to deal with complexity and rapid change and who has large dreams to be part of interesting journey.

The person would be self-driven, and results-oriented with a positive outlook and impeccable integrity. He/she would have a track record of delivering results consistently in uncertain environments. Excellent communication skills with the ability to manage crucial conversations with senior stakeholders.

Retail industry demands “I’ll do it now instead of tomorrow” attitude. Please be prepared for interesting journey if you want to grow fast with no age barriers.