



RECRUITMENT

CONTENT MARKETING STAFF (CONTENT)

OVERVIEW

- **Salary:** 7-10 million VND/month
- **Experience:** Minimize 1 year

JOB DESCRIPTION

- Update and apply new knowledge and trends in social media marketing to improve work efficiency.
- Research competitors, customer insights, analyze customer portraits... to optimize content and marketing strategies.
- Create and deploy content and images according to topics on the company's social media channels, including articles, video scripts, infographics, vlogs, etc.
- Plan and manage posting schedules on social media channels, ensuring continuity and consistency in the message conveyed.
- Plan and organize events, programs, internal and external activities for the company.
- Prepare content for media publications/events (proposals, sale kits, brochures, posters, etc.).
- Interact and work with departments such as engineering, sales to ensure the content conveyed is consistent with the company's direction.
- Measure product metrics/performance on platforms.
- Other tasks assigned by direct manager and Board of Directors.

REQUIREMENT

Education and Skills

- Education: University degree. Priority is given to students majoring in Business Administration; major/experience: Marketing, Communications.
- Skills:
 - Basic marketing knowledge and good social knowledge.
 - Know how to write scripts and produce videos.
 - Understand the specifics of articles on multimedia channels and social networks.
 - Know how to use performance measurement tools/indices of platforms.



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Skill and Qualities

- Specific Skills:
 - Communication
 - Teamwork
 - Management, Time Management
- Qualities:
 - Dynamic, creative, flexible, eager to learn.
 - Agile in updating information, new forms of content.
 - Honest, serious in work.

Language

- English (basic level or higher).

BENEFITS

- Attractive salary, bonus based on ability and project, salary review 2 times/year.
- Full participation in Insurance regimes.
- Year-end bonus, holiday bonus.
- Participation in extracurricular activities.
- Dynamic, youthful, enthusiastic working environment.
- Psychological boss, listens and supports wholeheartedly.
- Clear promotion path.
- Discuss more details in the interview.

WORK LOCATION

- Office: BT35-TT3, Road No. 23, Giao Luu Urban Area, Co Nhue 1, Bac Tu Liem, Hanoi, Vietnam.

HOW TO APPLY

- Send your CV to email: tuyendung@lancsnet.com