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WE'RE LOOKING FOR
DIGITAL MARKETING EXECUTIVE

Mind is on a mission to help brands create marketing people actually want. Our consultancy focuses on comprehensive solutions strategically and creatively across every platform, which is designed to help brands get in the MIND of people.

We believe in the simple formula: **MARKETING = MIND + HEART**
 If you have a strategic mind & a "people" heart, come join us!

KEY RESPONSIBILITIES

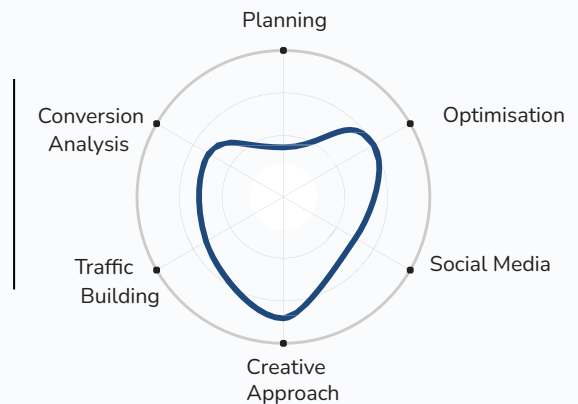
- DIGITAL CAMPAIGN PLANNING**
 - Clarify the campaign objectives & KPI.
 - Collect data for planning stage from various resources such as clients' previous campaigns, suppliers, publishers, industry reports.
 - Perform necessary research for planning such as keyword analysis, website audit, channel analysis, etc...
- EXECUTE DIGITAL CAMPAIGN**
 - Setup or create paid/organic performance campaigns across display, search, social media, video, native, programmatic channels/platforms and Clients' own media (website/blog/social media channels/pages) as per plan approved by Clients.
 - Monitor and optimize the performance campaigns to ensure the best outcome of the spending.
 - Consult direct supervisor or department head for advice if campaign budget is exceeded or campaign KPI's are not achieved as planned in a timely manner.
 - Analyze the campaign data and suggest any changes to the plan if needed for better result.
 - Prepare campaign reports and data visualization as required, including achieved vs. unachieved.
 - Target KPI's, analysis and suggestion for next period
- UPDATE TRENDS & KNOWLEDGE**
 - Actively follow and update on changes to all platforms for performance marketing which have direct impact on daily tasks.
 - Attend all training conducted by direct supervisor and coaching/sharing sessions at department and company level.
 - Take turn to present any updates/trends to the Performance team as required

JOB REQUIREMENTS

- 2+ years with hands-on digital planning experience (agency experience is a plus).
- Ability to plan content online marketing
- Have experience in marketing channels: SEM, SEO, Google Adwords, , Social Media ... is an advantage
- Have experience and ability to develop community on social networking sites, forums, ... is an advantage
- Strong project management skills with the ability to handle multiple tasks and campaigns with an intensive workload
- Responsibility, dynamic & creative in work
- Be a proactive and good communication
- Knowledge of marketing knowledge and branding

SKILLS

Data Analysis
 Content Creation
 SEO & SEM
 CRM
 Communication
 Optimisation
 Result Measurement
 Project Management



BENEFITS

- | | | |
|-----------------------------------|---------------------------|---------------------------------------|
| Laptop/ PC | Career Growth Opportunity | 12-day Annual Leave |
| 13th Month Salary Incentive Bonus | Insurance | Freedom To Think "Outside of the box" |
| Annual Salary Review | Flexible Working Hours | Team Building Activities |