

JOB DESCRIPTION: DIGITAL MARKETING (SECURITIES INDUSTRY)

Job Responsibilities:

- Implement advertising campaigns on platforms such as Facebook, TikTok, Google, YouTube, focusing on the commodity derivatives market in Vietnam.
- Monitor, measure, and optimize advertising budgets for maximum effectiveness.
- Conduct research on customer profiles, gather insights, and develop appropriate advertising strategies.
- Regularly monitor ads, track statistics, and analyze data to evaluate campaign performance.
- Resolve any issues related to advertising policies or operations on platforms.
- Plan and report work progress on a weekly, monthly, and yearly basis.
- Perform other tasks as assigned by superiors.

Job Requirements:

- **Qualification:** College or University degree.
- **Age:** 24 - 35 years old.
- **Experience:** Over 3 years of experience in running digital advertising campaigns. Priority given to candidates with experience in digital finance, securities, or banking.

Knowledge and Expertise:

- In-depth understanding of Digital Marketing, especially Performance Digital Marketing.
- Familiarity with digital advertising platforms.
- Ability to manage and optimize advertising on Social Media platforms (Facebook, TikTok, YouTube), Google, AdX, Eclick, MGID, as well as SEO/SEM activities.
- Regularly monitor and update information on TikTok, Facebook, and Google algorithms.

Skills:

- Strong skills in planning, organizing, and implementing campaigns according to set goals.
- Excellent teamwork skills.
- Effective communication skills.
- Proficient in computer skills: Office software (Word, Excel, PowerPoint), SEO, and internet tools.
- Strong presentation skills.
- Decision-making and problem-solving abilities.
- Ability to work under pressure.
- Quick thinking and sharp decision-making.

Qualities:

- Creative, honest, and responsible.

- Strong work ethic.

Regime and Benefits:

- **Salary:** 12,000,000 – 16,000,000 VND (depending on experience and ability).
- Work in a dynamic, professional environment.
- Labor contract with full participation in health insurance, social insurance, and unemployment insurance.
- Additional benefits include 24/7 accident insurance, monthly performance bonuses, year-end bonuses, holiday bonuses, personal birthday gifts, and company anniversary celebrations.