

JOB TITLE/ Chức danh: DIGITAL MARKETING LEAD	Division/ Khối:
This Position Reports to <i>Báo cáo cho:</i> - Head of Marketing - Executive Management Committee	Positions Reporting to this Position <i>Nhận báo cáo từ:</i> Executives
Summary of Duties/ Tóm tắt nhiệm vụ As Digital Marketing Manager, lead and execute large-scale multi-channel campaigns and strategies for diverse real estate segments. Oversee online branding, content, and website/SEO. Manage and develop the Digital Marketing team with clear KPIs. Analyze data and optimize lead generation with Sales. Support cross-department activities and large-scale events.	
General Scope/ Phạm vi trách nhiệm	
Job Descriptions/ Mô tả công việc <u>Digital Marketing Strategy & Execution</u> - Collaborate with the Board of Directors and the Sales Department to develop project-based Digital Marketing strategies for each phase. - Plan and manage large-scale advertising budgets (hundreds of millions to billions of VND per month), optimizing across multiple channels to ensure ROI, CPL, and CPA targets. - Define target customer personas for each real estate segment (luxury, resort, apartments, etc.). <u>Advertising Campaign Management & Optimization</u> - Directly manage lead generation campaigns across multiple platforms: Meta Ads, Google Ads, TikTok Ads, Zalo Ads, and others. - Conduct A/B testing and continuously optimize conversion rates into transactions. - Manage and analyze customer data (CRM) and coordinate with the Sales team to evaluate lead quality. <u>Online Communications & Brand Management</u> - Oversee the company's main and satellite websites, ensuring SEO/SEM compliance - Guide the production of multi-platform content (TikTok, Reels, Shorts, Livestreams, Viral Campaigns). - Ensure brand consistency for Smartland and SmartRealtors across all digital channels. <u>Team Leadership & Performance Management:</u> - Build, train, and develop the Digital Marketing team (Ads, Content, SEO, Design). - Set clear OKRs/KPIs for the team, monitor and evaluate performance based on leads and revenue. - Provide regular reports to the Board of Directors and propose campaign optimization solutions. <u>Cross-Functional Support & Coordination:</u> - Support Sales, Communications, and Project departments in marketing and event activities. - Execute large-scale events, conferences, and brand campaigns as required by the company.	
Essential Qualifications/ Trình độ chuyên môn Bachelor's or College degree in Marketing, Communications, Business Administration, or a related field.	Essential Attributes (Knowledge/skills requirements)/ Những yêu cầu cơ bản (Kiến thức/kỹ năng yêu cầu) ➤ Knowledge: - Preferably experienced in implementing Digital Marketing for real estate or other industries with large advertising budgets.

Minimum of 5 years' experience in Digital Marketing, including at least 2 years managing a team of more than 5 people.	- Proven track record of managing advertising budgets from hundreds of millions to billions of VND per month. - In-depth understanding of real estate customer behavior and the sales process. ➤ Skills: - Proficient in multi-channel advertising (Meta, Google, TikTok, Zalo), SEO/SEM, Email, and Display Ads. - Skilled in using measurement and analytics tools such as Google Analytics, Meta Business Suite, Data Studio, and CRM platforms. - Strong leadership, data analysis, optimization thinking, and conversion-oriented content creativity. - Proficient in Canva, Photoshop, or other basic design tools.
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Approval/ Phê duyệt

Accepted by/Chấp nhận

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 Date/Ngày:

BENEFIT/ Lương, thưởng, đãi ngộ: • Salary: Negotiated directly during the interview. • Benefits: • Career Advancement: Clear pathway to Digital Marketing Manager/CMO roles. • Innovation Budget: Access to large budgets to test and implement new digital trends. • Professional Environment: Young, transparent, and dynamic workplace with ample learning opportunities. • Training & Tools: Hands-on experience with modern AI and digital marketing tools. • Comprehensive Welfare: Full statutory benefits plus additional company-specific benefits. • Team Engagement: Participation in team-building activities, company trips, internal events, and engagement programs.	WORK PLACE/ Địa điểm làm việc: • Smartland – SmartRealtors Real Estate Co., Ltd. Saigon Pearl – Dai Dung Building, 92 Nguyen Huu Canh Street, Ward 22, Binh Thanh District, Ho Chi Minh City, Vietnam • Monday – Friday: 8:30 AM – 6:00 PM • Saturday: 8:30 AM – 5:30 PM
Level • Level:	Industry/ Ngành nghề: • Real Estate
Team size •	Language/ Ngôn ngữ: • English
Ghi chú cho người giới thiệu	