

JOB TITLE/ Chức danh: LEAD OF CONTENT MARKETING	Division/ Khối:
This Position Reports to <i>Báo cáo cho:</i> Head of Marketing	Positions Reporting to this Position <i>Nhận báo cáo từ:</i>
Summary of Duties/ Tóm tắt nhiệm vụ Managing & directing the development of communication and marketing content to support business operations and the luxury real estate brands of company	
General Scope/ Phạm vi trách nhiệm Work with Sales Division Partner Employee Relations Talent Retention	
Job Descriptions/ Mô tả công việc Management & Strategy - Develop and execute an overall content strategy for the company's brands, tailored in a quiet luxury, international-standard style. - Direct content strategies for each project phase (teaser, pre-launch, launch, after-sales). - Manage, train, and inspire the Content team, ensuring both output quantity and product quality. - Manage the content budget and optimize ROI from content marketing activities. - Coordinate with Data/CRM teams to implement personalized content tailored to each customer segment. - Apply AI and automation tools (ChatGPT, Canva AI, Notion AI, Make.com, etc.) to accelerate production speed and enhance content quality. PR & Communications - Write and edit PR articles, press releases, and brand narrative pieces. - Develop scripts for videos, TVCs, viral clips, and podcasts for brand and event purposes. - Collaborate with Marketing and Sales teams to execute integrated communication campaigns. - Work with agencies, KOLs/KOCs (especially within the High-Net-Worth Individual – HNWI segment), press, and media partners. Content Creation (Core Responsibility) - Create content plans across channels: Website, Fanpage, Zalo, TikTok, YouTube, and Email Marketing. - Develop diverse content types: Commercial Content: Sales articles, telesales scripts, livestream scripts, and advertisements. Brand Content: Corporate PR, CSR, and employer branding. Real Estate Project Content: Market analysis, product introductions, and stage-specific communication messaging. - Establish content guidelines to ensure brand consistency and standard compliance. - Track, analyze, and optimize content performance (traffic, engagement, leads, conversion rate, etc.). Other Duties - Support the organization of project launch events and internal company events (Year-End Party, Team Building, etc.). - Perform other tasks as directed by the Board of Directors.	
Essential Qualifications/ Trình độ chuyên môn Bachelor's degree in Marketing, Journalism, Communications, or related fields.	Essential Attributes (Knowledge/skills requirements)/ Những yêu cầu cơ bản (Kiến thức/kỹ năng yêu cầu) ➤ Knowledge: - Strategic mindset with strong understanding of SEO, SEM, Google Analytics, and Looker Studio.

Minimum of 3 years of experience in content marketing, with priority given to high-end real estate or luxury industries.	- Proven ability to build storytelling, brand voice, and content frameworks. - Strong skills in team management, project management, and cross-departmental coordination. - Experience in executing omnichannel content and personalized customer messaging. - Proactive, creative, and highly responsive to digital media trends.
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Approval/ Phê duyệt

Accepted by/Chấp nhận

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Date/Ngày:

BENEFIT/ Lương, thưởng, đãi ngộ: - Competitive Income: Salary negotiable based on capability. - Direct Strategic Involvement: Direct participation in communication strategies for high-end real estate projects. - Modern Tools & Upskilling: Opportunity to receive training and apply modern AI/digital marketing tools. - Career Growth: Professional and cohesive working environment with ample advancement opportunities. - High-Level Networking: Networking opportunities with international experts and luxury real estate partners. - Comprehensive Welfare: Full welfare policies according to company regulations.	WORK PLACE/ Địa điểm làm việc: - Ho Chi Minh City - Available to work full-time on Saturdays; willing to travel for business as needed.
Level Level:	Industry/ Ngành nghề: Real estate developer
Team size	Language/ Ngôn ngữ: English
Ghi chú cho người giới thiệu (quan trọng) Reference KPIs Organic Website Traffic Growth: +30% within 6 months. Fanpage Engagement Rate Increase: +20% per quarter. Content-Generated Leads: Achieve 10–15% of total marketing leads. Sales Adoption Rate (for scripts, kits, brochures): >80%. Brand Voice Guidelines: Complete within 3 months.	