

JOB DESCRIPTION

MARKETING | DIGITAL MARKETING EXECUTIVE

Job Title:	Marketing Digital Marketing Executive	Department:	Marketing
Job Level:	Executive	Report to:	Digital Marketing Manager

PURPOSE OF THE ROLE

Marketing | Digital Marketing Executive is responsible for executing digital marketing activities and website management. This role focuses on SEO, advertising, social media management, campaign execution, CRM activities, and performance tracking to strengthen brand presence and support client marketing objectives.

KEY RESPONSIBILITIES

- Plan and execute digital marketing campaigns for NAI Vietnam and NAI Vietnam's projects.
- Manage and optimize digital channels (Facebook, Instagram, LinkedIn, Zalo, TikTok, YouTube, website, email).
- Develop content calendars, social promotions, and integrated digital campaigns.
- Support PR and digital communication activities.
- Implement email marketing, e-newsletters, SMS, and CRM content.
- Update and manage website content, basic SEO optimization, and landing pages.
- Monitor digital performance, analyze KPIs/ROI, and prepare reports.
- Research market trends and competitors' digital activities.
- Support internal teams in project marketing and digital materials.

KEY REQUIREMENTS

- Bachelor's degree in Marketing, Communications, or related field.
- Minimum 2–3 years of experience in Digital Marketing, PR, or Communications.
- Agency experience is preferred (real estate experience is a plus).
- Strong knowledge of social media, SEO/SEM, Google Ads, GDN, and Google Analytics.
- Understanding of digital marketing KPIs and reporting.

- Strong organizational, communication, and project management skills.
- Proactive, results-driven, and able to work under pressure.
- Fluent in Vietnamese; able to communicate in English is a plus.