

JOB DESCRIPTION

MARKETING | DIGITAL MARKETING MANAGER

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

PURPOSE OF THE ROLE

Marketing | Digital Marketing Manager is responsible for leading and optimizing NAI Vietnam's digital marketing strategy across all online channels. This role drives brand visibility, lead generation, and campaign performance while managing digital platforms, CRM initiatives, and data-driven reporting to support business growth and client marketing objectives.

KEY RESPONSIBILITIES

- Develop and execute comprehensive digital marketing strategies for NAI Vietnam and its property projects.
- Lead planning, budgeting, and performance management of digital campaigns (branding, lead generation, project launches).
- Oversee all digital channels: Website, SEO/SEM, Google Ads, GDN, Facebook, Instagram, LinkedIn, TikTok, YouTube, Zalo, Email Marketing, CRM.
- Manage website content, UX/UI coordination, SEO optimization, and traffic performance.
- Build and manage content calendars and integrated digital campaigns aligned with brand and business goals.
- Lead CRM strategy, including email marketing, e-newsletters, and lead nurturing workflows.
- Analyze KPIs, ROI, and campaign effectiveness; prepare monthly and quarterly performance reports.
- Coordinate with internal teams and external vendors/agencies.
- Manage, coach, and supervise Digital Marketing Executives and external suppliers.
- Ensure brand consistency and compliance across all digital platforms.

KEY REQUIREMENTS

- Bachelor's degree in Marketing, Communications, Business, or related field.
- Minimum 5–7 years of experience in Digital Marketing (real estate or professional services is a plus).
- Proven experience in managing digital campaigns, SEO/SEM, Google Ads, social media, and CRM platforms.
- Strong knowledge of Google Analytics, Google Tag Manager, Meta Business Suite, and reporting dashboards.
- Experience in budget management and performance optimization.
- Strong leadership, communication, and project management skills.
- Strategic thinking with hands-on execution capability.
- Results-driven, proactive, and able to work under pressure.
- Fluent in Vietnamese; good English communication skills are required.