



SENIOR BRAND COMMUNICATION EXECUTIVE

1. Job Description:

- Lead the execution of the ZEE's branding strategy to ensure consistent messaging and identity.
- Ensure the ZEE's tone of voice is consistent across all touchpoints and communications materials.
- Oversee brand guidelines, ensuring adherence across departments and external partners.
- Develop and implement strategic PR campaigns to enhance the company's visibility.
- Build and maintain relationships with key media outlets, influencers, and partners.
- Write and distribute press releases, speeches, and other external communications.
- Act as the company's spokesperson when needed, ensuring accurate and positive representation in the media.
- Collaborate with internal teams to create compelling, brand-aligned content for various platforms (social media, blogs, newsletters, etc.).
- Develop internal communications plans to ensure company-wide alignment on key messages.
- Produce internal newsletters, announcements, and presentations to keep employees informed of the company's developments.
- Provide strategic communications, ensuring the company's message is clear and cohesive.
- Analyze media trends and measure the effectiveness of communication strategies, making recommendations for continuous improvement.
- Lead crisis communications, developing strategies to manage the company's reputation during critical situations.

TEAM MANAGEMENT

- Lead, train and manage Executive, Intern.
- Solve team and cross-team problems.
- Maintain the spirit and values of the agency to the team.

2. Job Requirements:

- BSc/BA in Public Relations, Journalism, Communications, or a related field - Proven at least 3 years of experience in Employer Branding, Internal Communication, or a similar role
- Proficient in MS Office and social media
- Familiarity with project management software and video/photo editing is a plus
- Excellent organizational skills
- Ability to work well under pressure
- Creativity and problem-solving attitude, attention to details
- Excellent written and verbal communication skills in both English and

Vietnamese

3. Benefits:

- Work in a very motivated & open working environment
- Competitive salary and bonus based on the actual performance - Social Insurance, Health Insurance as required by law
- 24/7 Private Health Insurance

4. Working time and Location:

- Monday- Friday: 9.00 am - 6.00 pm
- FIT24 Building, No.1 Ba Thang Hai Street, Ward 11, Dist. 10, HCMC

5. Apply:

- Send your CV/ Portfolio (In English) via
<https://zeecompany.talent.vn/job/senior-brand-communication-executive-7245>