

SENIOR COPYWRITER

1. Job Description:

- Produce original copy
- Possesses a sharp mind to create slogans for diversified advertising campaigns.
- Edit, plan and publish articles upon urgent request as a functioning aspect of the agency. Extra credibility is to maintain branding consistency across online and offline channels in your work.
- Create informative and engaging content about products, brands, and services in professional copywriting standards.
- Work with the account team to get client brief properly (ask for all the necessary information and raise all the concerns about the brief) using the content brief form
- Study consumers/users' insights (channel, trend and mentality, social position, language of target audience) by internal and external sources and take advantage of social trends and techniques
- Create contents that convey key messages of brand mood and tones effective branding angles and strategy, matching with brand mood and tone, align with top-line strategy
- Generate ideas and join brainstorming for viral campaigns and contest
- Monitor impacts of content and evaluate the effectiveness of campaign
- Get feedback and evaluation from the account team and the client to deliver the best quality of content services
- Ensure to meet the deadline as scheduled

2. Job Requirements:

- BA degree, major in journalism or languages or marketing
- Proficiency in Vietnamese, specifically in using Vietnamese grammar, especially in using repeated, onomatopoeia, and pictographic Vietnamese words
- Knowledge in communication and marketing, especially digital marketing
- At least 2-3 years of experience working in advertising or communication agencies
- Be able to work under high pressure and be good at time management
- Work hard, play hard
- Have teamwork skill
- Work in a professional, young, dynamic & challenging environment to maximize your potential as well as self-development
- Obtain adequate benefits of salary, bonus, holidays, insurance and annual company traveling
- Clear career path & development

- Be considered to adjust the salary based on abilities
- Professional & efficient English communication (equivalent IELTS 6.5)

3. Benefits:

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

4. Time and Location:

- Address: 4th Floor, FIT24 Building No.1 Ba Thang Hai Street, Ward 11, Dist. 10, HCMC
- Time: 09:00 – 18:00, Monday – Friday

5. Apply:

- Send your CV and Portfolio (In English) via email hr@zee.vn with title **“APPLY SENIOR COPYWRITER – YOUR NAME”**.