

<b>JOB DESCRIPTION</b> <b>Content and Marketing Officer</b>	
<b>Organisation Description:</b>	The European Chamber of Commerce in Vietnam (EuroCham) is the voice of the European business community in Vietnam. EuroCham was established in 1998 and is a members-based, independent, not for profit organisation of European companies who are investing in Vietnam, for the benefit of all. With more than 1,400 members, EuroCham is one of the biggest foreign chambers of commerce in Vietnam. EuroCham represents a plethora of sectors and sizes, ranging from SMEs to MNCs with a very strong business network in both Vietnam and Europe. Acting as an intermediary between our members - the business community - and local, national, regional, and European authorities, EuroCham advocates on its members' behalf, to generate improvements in the business environment, raise awareness on key recommendations and disseminate information relating to doing business in Vietnam.
<b>MAIN DUTIES</b>	
<b>Job Title:</b>	Content and Marketing Officer
<b>Reporting to:</b>	Head of Marketing & Communication
<b>Direct supervising:</b>	No
<b>Job Summary:</b>	<ol style="list-style-type: none"> <li>1. Content Writing and Management</li> <li>2. Oversee EuroCham's Website</li> <li>3. Supervise Marketing Activities</li> </ol>
<b>Location</b>	Ho Chi Minh City – Vietnam
<b>Key Working Relationships:</b>	<ul style="list-style-type: none"> <li>• <b>Internal:</b> Executive Director (ED), Board of Directors (BoDs), other departments within EuroCham.</li> <li>• <b>External:</b> EuroCham members, local and international media organisations / groups, external service providers.</li> </ul>
<b>Main Duties:</b>	<p><b>Content Writing and Management</b></p> <ul style="list-style-type: none"> <li>• In charge of writing and supervising EuroCham's key communications materials, including the weekly e-newsletter, news, articles, Sector Committees Spotlight, leaflets, brochures, packages, etc.</li> <li>• In charge of writing and supervising high level content: speeches for EuroCham Board of Directors, Message from the Chairman dedicated newsletter, etc.</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop specialised content focusing on others key EuroCham activities and initiatives (reports or surveys on noteworthy EuroCham activities).</li> <li>• Provide consistent messaging guidance for all communication materials.</li> <li>• Maintain a style guide for EuroCham’s written communications under the supervision of the Head of MarCom.</li> <li>• Support in updating a list of key facts, stats and anecdotes that can be reference in EuroCham communications, speeches, etc. under the supervision of the Head of MarCom.</li> <li>• Liaise with the social media responsible to ensure effective messaging dissemination.</li> <li>• Assist in reviewing and proof reading EuroCham Whitebook.</li> </ul> <p><b>Oversee EuroCham’s Website</b></p> <ul style="list-style-type: none"> <li>• Oversee the maintenance and management of the organisation's website, ensuring content accuracy, relevance, and smooth user experience.</li> </ul> <p><b>Supervise Marketing Activities</b></p> <ul style="list-style-type: none"> <li>• Support the Head of MarCom in establishing the Marketing annual plan.</li> <li>• Develop integrated marketing packages that leverage communication campaigns, content assets, and promotional materials to maximise impact and reach.</li> <li>• Monitor and evaluate marketing performance metrics to optimise strategies and tactics for continuous improvement.</li> <li>• Management of EuroCham Business Awards.</li> <li>• Responsible for managing / updating EuroCham databases.</li> <li>• Other related tasks assigned by Management.</li> </ul>
<b>JOB REQUIREMENTS</b>	
<b>Education and Training Background:</b>	University degree e.g. in Communication / Marketing / Journalism / Political Sciences
<b>Work Experience:</b>	Minimum 3 years of relevant work experience
<b>Management Experience:</b>	No

<p><b>Core Competencies:</b></p>	<ul style="list-style-type: none"> <li>• Top tier written and verbal communication skills to effectively communicate with stakeholders, including chamber members, and internal teams.</li> <li>• Top tier writing skills in English, attention to detail, and the ability to communicate complex information in a clear and concise manner.</li> <li>• Able to conduct research on current trends to identify opportunities for communications purpose.</li> <li>• Able to work collaboratively with other teams, to ensure consistent messaging and effective communication.</li> <li>• Able to manage time effectively, prioritise tasks, and work efficiently to meet deadlines.</li> <li>• Capable of planning and supporting multiple tasks at the same time.</li> <li>• Able to propose new ideas and initiatives to improve EuroCham’s Marketing and Communications work.</li> <li>• Web management experience.</li> </ul>
<p><b>Languages:</b></p>	<p>Native level of written and spoken English.</p>
<p><b>Software and Package Skills:</b></p>	<ul style="list-style-type: none"> <li>• Good computer skills, including with Microsoft Office</li> <li>• Website: WordPress</li> </ul>
<p><b>What We Offer:</b></p>	<ul style="list-style-type: none"> <li>• Competitive compensation package</li> <li>• Be part of “Team Europe” in Vietnam i.e. interact with various European organisations and people</li> <li>• Working in a cross-cultural and multi-disciplinary environment</li> </ul>
<p><b>HOW TO APPLY</b></p>	
<p>If you are interested in this job opportunity, please send your CV with a cover letter and your references (if any) to <a href="mailto:careers@eurochamvn.org">careers@eurochamvn.org</a> by <b>16 September 2024</b> at 17:00 Hanoi time.  <i>NB: Due to the high number of expected applications, only shortlisted candidates will be contacted.  Employment offers are subject to successful clearance of pre-employment checks.</i></p>	