

FireGroup

<https://firegroup.io/careers/oc-22-030-mkt01-content-marketing-executive>

About us

Content Marketing Executive

Employment Type
Industry
Marketing
E-commerce

- Established in 2016, FireGroup Technology JSC is a tech company that specializes in web-app solutions for running the business on e-commerce platforms. FireGroup has now become the leading web-app provider, especially on both Shopify and AliExpress platforms.
- Our mission is to solve challenges & problems in the global E-commerce market by using technologies. We are looking for new members who dare to think and grow bigger.

Responsibilities

- Responsible for creating & managing content for multi-digital channels: website, blog, email, app listing,...
- Ensure all-around consistency in content based on the brand guidelines
- Cooperate with content leader, product marketing executives in terms of content & content related tasks for the brand's all campaigns
- Create/manage digital content with search engine optimization (SEO) strategies & techniques to maximize the online visibility of our content in search results
- Research industry-related topics; Plan for editorial calendar across the brand's owned channels (Website, Blog site, App listing mainly), publish, distribute content, and measure the results
- Work with design teams to create appealing visuals, UI graphics supporting the content.

Responsible for other tasks assigned by the content leader.

This role is the best fit if you:

Qualifications

- Have at least 2 years of experience with content marketing.
- Are fluent in English (especially reading and writing). Prizes in the National English Academic Competition of Gifted Students, IELTS Reading and Writing from 7.5, or equivalent are a plus.
- Are familiar with SEO best practices and common writing style guides.
- Have good research and writing skills, with strong attention to detail. Your writing in both Vietnamese and English should be concise, clear, and to the point.
- Have a broad understanding and an interest in technology and eCommerce.
- Have experience in leading a team of copywriters (a plus, not a must).
- Have a background in technology, and cybersecurity (a plus, not a must).

Benefits

- Join the dynamic, young, and friendly product team
- Have a stable career path
- Attractive salary, based on skill and experience
- 13-month bonus program
- Additional bonus performance-based bonus
- Regular technical & soft skill training
- Providing Free coffee, tea, candy.
- Happy events: kick-off, birthday, Moon party
- Technical seminar in the company
- Support for all sports activities: Football, Badminton,...
- Monthly team bonding allowance
- Yearly company trip
- Salary raises or bonus by work performance per 12 months
- Premium PIT insurance package

Here at FireGroup, we offer business owners the tools they need to bridge the gap between large corporations and SMEs, the solutions to merchants' problems, as well as customized services tailored to the needs of each business.

- – Premium annual health checkup package

Contacts All insurances according to Vietnamese Labor law

- – Please send us your wonderful resume to **careers@firegroup.io**
- – Should you need any further information, kindly please contact us via **(+84)28 2229 9989**
- – Visit FireGroup's website to know more about our life, culture: <https://firegroup.io/>