

COPYWRITER

VIBULA

Vibula is a leading social commerce company in Vietnam, helping brands grow across platforms such as TikTok Shop, Shopee, and Lazada.

We deliver end-to-end social commerce solutions, covering strategy planning, content production, influencer and affiliate execution, e-commerce operations, livestream management, and conversion optimization. By turning content and livestreaming into measurable sales results, Vibula enables brands to achieve scalable and sustainable growth in a fast-moving e-commerce landscape.

- Website: <https://vibula.vn/>
- Fanpage: <https://www.facebook.com/VibulaVietnam>

JOB DESCRIPTION

1. Creative & Strategic Thinking

- Participate in developing Big Ideas and Creative Concepts for Social Commerce, Livestream, Social Media, and Digital Marketing campaigns.
- Develop Key Messages, Communication Angles, Content Directions, and Storytelling strategies for each campaign.
- Propose communication activities that increase engagement, drive conversions, and boost sales across social commerce platforms.
- Collaborate closely with the Creative Director, Art Director, and Strategy Team throughout the creative concept development process.

2. Content Planning & Development

- Develop **Content Strategies**, **Content Pillars**, and **Content Frameworks** for brands.
- Create content angles for short-form videos, social media posts, livestreams, and social commerce activities.
- Generate ideas and write content for TikTok, Facebook, Instagram, YouTube Shorts, and other social media platforms.
- Write scripts for short-form videos, livestreams, social media content, and other cross-platform content formats.
- Research and stay up to date with content trends, consumer behavior, and social media trends to apply them effectively in campaigns.

3. Proposal & Campaign Development

- Contribute to the development of **Proposals, Pitch Decks**, and creative presentation materials for clients.
- Develop **Creative Rationales, Campaign Narratives**, and content directions for proposals.
- Support the presentation and defense of creative ideas during client meetings when required.
- Collaborate with the Account, Strategy, and Creative teams to deliver comprehensive communication proposals.

4. Production & Execution

- Work closely with the Production Team during the production of videos, livestreams, and social content.
- Ensure all deliverables align with the approved concept, key messages, and campaign objectives.
- Review and maintain content quality before publication across all platforms.

REQUIREMENTS

- Minimum **3 years of experience** as a Copywriter, Senior Content Creator, or in a similar role within an Agency, Creative Agency, or Social Commerce Agency.
- Proven experience in developing creative concepts, proposals, and campaign ideas for Social Media, Digital Marketing, or Social Commerce projects.
- Strong ability to create **Key Messages, Taglines, Campaign Ideas, Content Pillars, and Content Angles**.
- Excellent copywriting skills across various content formats, including video scripts, social media content, livestream scripts, campaign content, and proposals.
- Strong understanding of user behavior across TikTok, Facebook, Instagram, YouTube, and social commerce platforms.
- Creative thinking with the ability to transform consumer insights into impactful campaign executions.
- Strong storytelling, presentation, communication, and teamwork skills.
- Proactive, responsible, and capable of managing multiple projects simultaneously.

BENEFITS

- **Allowance:** Negotiable.
- Work in a dynamic and creative Social Commerce environment.
- Opportunity to develop livestream campaigns, video content, and social media campaigns for a diverse portfolio of brands.
- Continuous learning and growth in creative content, video scriptwriting, and social media strategy.
- Competitive compensation package based on experience and performance.

APPLICATION

- Submit your CV via email: Careers@vibula.vn với tiêu đề email: [Vibula_] - Họ và tên
- Monday to Friday: 9:00 AM – 6:00 PM.