DINOSAUR

JOB DESCRIPTION		
Job title:	**Social Copywriter**	**Term: Full-time on site**
Work Location:	267/2 Dien Bien Phu, District 3	
Division/Department:	Creative - Social	
Reports to:	**Associate Creative Director**	

Duties and Responsibilities:

We are looking for a creative and energetic **Social Copywriter** to join our fast-paced agency team. Your mission is to transform brand messages into "scroll-stopping" social media content. You will be responsible for crafting everything from daily social posts to punchy headlines for banners across various digital platforms.

Key Responsibilities

- **Social Content Creation:** Write engaging, platform-native copy for Facebook, Instagram, TikTok, LinkedIn, and other social channels.
- **Visual Copywriting (Banners):** Collaborate closely with Graphic Designers to develop headlines, sub-headlines, and Call-to-Actions (CTAs) for social media banners and carousels.
- **Content Planning:** Assist in developing monthly content calendars that align with client goals and seasonal trends.
- **Short-form Scripting:** Draft concise and catchy scripts for short-form videos (Reels, TikTok) to capture audience attention in the first 3 seconds.
- **Tone of Voice Management:** Adapt writing styles and "brand voices" quickly to meet the diverse needs of different agency clients.
- **Trend Spotting:** Stay up-to-date with social media trends, slangs, and platform updates to keep content fresh and relevant.

Qualifications:	
a. Education:	
b. Work experience:	● At least 2 years of experience in a similar role
c. Functional skills:	● Platform Knowledge: Deep understanding of how to write for different social ecosystems (FB, IG, TikTok, etc.). ● Visual Sense: Ability to "think in pictures" and understand how copy interacts with design to create high-impact visuals.

	● Speed & Agility: Comfortable working under tight deadlines and managing multiple tasks simultaneously. ● Language: Excellent command of Vietnamese (creative level) and professional English proficiency. ● Knowing how to use AI Tools is a must. ● Experience with Electronics, Retail, E-commerce, and Real Estate brands is a plus.
d. Soft skills	● Teamwork, reasonable deadlines with accounts, and managing individual workloads. ● Natural storytelling skills and public speaking skills. ● Willing to work overtime if the project is urgent.