

JOB DESCRIPTION

Company: FPT Software Limited Company

Department: AKB Group

Position: Brand Manager

Introduction

AKB Group of FPT Software is looking for a Performance Marketing Specialist who is interested in the IT industry and software products. At FPT Software, we are proud to have a dynamic, flexible and open working environment but also seriously focusing on effective and efficient performance at work.

Joining our team, you are going to have the opportunity to work in a global-scaled company and experience full-functioned marketing activities.

Responsibilities

Develop Brand & Communications Strategy for UBot/akaBot (50%)

- Develop brand strategies that are based on data & insights, relevant cultural & business context, key market and consumer insights, crystal clear objectives, and deep understanding on how to measure results to prioritize the most impactful initiatives.
- Work closely with business leads to develop strongly differentiated value propositions and drive product adoption with a deep understanding of the local market and local customer insights
- Budget and operational efficiency: Develop short-term and long-term budgets for marketing activities to achieve key business metrics.
- Plan and manage campaign execution with cross-functional colleagues, internal creative team, external agencies, partners and community content creators.

Growth Marketing through Referral Program for UBot (50%)

- Manage to track and report on overall marketing performance and budget to uncover growth and optimization marketing lead/ opportunities
- Find new investment areas to expand our big marketing bets, driving the team through test design, execution, analysis, and scaling of the best opportunities, in order to: maximize new customer growth
- Work with Internal MKT Team, Product & Sale Team to manage referral program including release marketing activities for reseller/partner/affiliate; update & optimize some new product features if needed in order to improve referral rate of existing customers.
- Engage cross-functionally with Product & Business units' leaders to meet ambitious growth targets and influence product development
- Report to Head of Marketing

Qualifications

- Bachelor degrees in Marketing, Economics, Communications or related majors.
- 5-year minimum experience in similar positions.
- Postgraduates preferred. Background in management consultancy or growth in tech preferred
- Extensive experimentation experience, with a proven track record of designing and executing A/B tests, optimizing campaigns, and translating data into insights
- Creative and empathetic thinker; you always think customer first
- Excellent communication skills and ability to lead and coach your own team
- Possess a hunger for excellence, a growth mindset, and common sense
- Thrives in fast-paced environments and can adapt quickly to shifting priorities
- Proficiency in English is highly encouraged.

Please send your CV to Ngadt07.cfe@gmail.com or NgaDT11@fsoft.com.vn