Capichi

Marketing executive

Working location:

COMPANY INTRODUCTION

Capichi is a product development company from Japan with the goal of bringing great experiences to customers. We are running two F&B services - Premium Food Delivery App and Smart Ordering System. We will expand our services to all of Southeast Asia in the near future. Capichi is looking forward to working with new creative and talented members.

Head office: 3F, 80 Duy Tan, Cau Giay District, Hanoi
Website:

Capichi Delivery Apps

WHAT YOU WILL DO

- Plan & Execute marketing tactics tasks.
  1.Monthly new user Acquisition campaign
  2.Monthly Key merchant & store list campaign
  3.User insight Research and interview
  4.Monthly&Weekly reporting for service development and marketing performance.
  Other tasks assigned by managers
  5.Corporation program with merchants including famous brands like Pizza 4P's, Family mart, MOMO…etc.

- Contribute daily analyzes and optimize action for responsible tasks.

- Operating monthly or quarterly tasks for team projects according to the company's strategy.

REQUIREMENTS

- Language skill: English(Advance)
  Can communicate in English by speaking, writing fluently

- Experience to work in marketing field over 2 years.

- Basic skills to use office tools such as Microsoft office tools, Google tools etc

- Basic fundamentals of and technical of marketing method knowledge.

  Fundamentals
  ・4P framework
  ・3C framwork
  ・STP
  ・Customer Journey

  Technical
  ・CPA
  ・CPC
  ・ROI

- Experience to work in an international environment.

- Experience to use Digital marketing knowledge to drive the result of marketing activity

  【Sample experience】
  1.Experience to use creative agency to drive target KPI by digital marketing solution.
  2.Work in marketing agency to work with Various industry client to consult their digital marketing effectiveness by your knowledge
  3.Experience to work for an EC or Application provider company to be in charge of the project and utilize digital marketing knowledge to drive the result.

Better to have

- **F&B brands marketing experience**
- **EC platform marketing position experience**

Example of marketing team work:

1.Japan Vietnam festival
We participate on biggest Japanese cultural event in 2023 Ho chi minh city to organize food space and exhibition about our services.

In this work, we prepared communication banner and offline visitor research and novelty gifting communcation plan.

Capichi



2.Pizza 4P’s exclusive Xmas box

We officially organize Xmas box campaign with Pizza 4P’s group as exclusive third party partner. The concep is to deliver festive feeling and same luxually experience even by delivery.



3. One piece RED campaign
We corporate with One piece RED to organize corporation communication on our app and with our partner stores.



BENEFITS

- Attractive salary, salary review 2 times/year
- 13th month salary + bonus, referral bonus
- Gifts, monthly and quarterly team building activities...
- Social & medical insurances in line with Vietnamese Labor Law
- Vouchers on Capichi App for employees
- Young, dynamic environment, agile mindset, product ownership mindset
- A multicultural working environment
- Saturday, Sunday off

CONTACT INFORMATION

- Send your CV to email address: **recruit@capichiapp.com**
- Email title for job application: **[CV] Name of position - Full name**