

JOB DESCRIPTION

Job title: Brand Planning
Report to: Group Manager
Work location: Full-time Remote

What we're looking for:

This role sits within the Brand Strategy team of Bholdus, which uses technology and creativity to better connect the customer with the business. The ideal candidate will need to be strategic in defining Bholdus brand positioning and tailor communication messages to attract prospect investors. This person will work closely with internal PR, public policy, tech, business development teams, to continue to add scalability in branding.

Roles and Responsibilities:

- Build up brand strategy including setting the brand guidelines, brand vision and value proposition for short and long term
- Support internal and external partners with brand communications assets and content, adapted in numerous channels.
- Build up the brand asset management for local and global market
- Understand the industry insight, customer insight and translate it into business and brand strategy.
- Monthly analysis and in-depth reports of brand health & reputation.
- Track & identify the areas for improvement in terms of brand health & brand investments
- Monthly follow up on progress of Tech, Partnership, BD for next month planning.
- Coordinate on product development process to ensure consistent adherence to brand guidelines

Work experience

- Senior working knowledge in project management, brand building, marketing communications and integrated branding communication
- Experience in communicating and collaborating with cross-functional marketing teams

Your Skills and Experience

Must have:

- Strong command in MS Office, especially Excel and Powerpoint.
- Solid presentation, analytical, critical thinking and time management skills. Comfortable with synthesizing insights from a series of numbers.
- Ability to work in a fast-paced environment and constantly changing to achieve innovative solutions
- Attention to detail while keeping the broader project goals in sight.
- Excellent Vietnamese and English in both reading, speaking, and writing

Nice-to-have:

- Story-teller with exceptional verbal and written communication skills in English and Vietnamese
- Experience in crypto and/or blockchain business
- Experience in working in or scaling a team internationally

Benefits:

- Remote working with a flexible schedule (40 hrs/week);
- Opportunity to work with talented individuals from all over the world in one of the hottest and fast-growing industry;
- Generous sick leave and vacation leave;
- Competitive fiat salary and performance-based bonus.

How to apply:

Interested applicants please submit your CV by filling our Online Application Form. (**CLICK HERE**)

NOTE: There will be a quick English test included, so kindly arrange around 20 - 30 minutes to complete the test.