

JOB DESCRIPTION

Job title: Marketing Audit
Report to: Group Manager
Work location: Full-time Remote

What we're looking for:

We are looking for a highly-motivated, innovative and results-oriented Marketing Audit to join our Brand Strategy team. The role will focus on planning and coordinating marketing initiatives to build Bholdus as a formidable brand in Vietnam and worldwide. This role will help to build up the foundation for all future marketing decisions and be a central piece of a wide-range combination of cross functional teams and external partners.

Roles and Responsibilities:

- Be the gatekeeper of brand guidelines, inform and manage internal departments to align content across all channels under global guidelines and instructions;
- Work with regional/global teams to approve any branding assets;
- Develop and supervise quarterly brand plan and monthly projects, which includes marketing objectives, strategies, advertising and ensure timely execution;
- Deliver training on brand guidelines, brief and manage branding assets for internal teams as well as partners;
- Monitor Marketing ROI and KPIs;
- Coordinates activities from cross functional teams to ensure delivery of campaigns and plans on time.

Work experience

- Previous experience successfully building the brand and handling brand crisis;
- Experience in high growth tech startups from early-stage is preferred;

Requirements:

Must have:

- Demonstrate ability to develop and provide clear strategy and direction to a multi-functional team in a convincing way;
- Great attention to detail; have eyes and ears for beauty, have aesthetic judgments on visuals and sounds, and can express the aesthetic judgments verbally well;
- Fluent English (written/speaking) is required;
- Good analytical skills and high adaptability in a fast moving environment.

Nice-to-have:

- Open-minded, creative, result-oriented, flexibility and passion to growth;
- Experience in a similar role and/or working in a high growth tech start-up;
- Experience in crypto and/or blockchain business.

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 fastgrowing 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.