

Product Marketing Specialist - HCM [DigiSource]

DIGISOURCE

Hiring

Salary

12,000,000 - 18,000,000 VND

Company Information

Company Name: DIGISOURCE

Work Location: Hồ Chí Minh, Remote

Recruitment Quantity: 1 positions

Quantity:

Job Level: Middle, Senior

Job Type: Remote

Required Skills

Quản lý Thương hiệu (Branding)

Project Management (Quản lý dự án)

Sales Methodology & Skills (Kỹ thuật & Kỹ năng bán hàng)

Email Marketing/Ads/Campaign

Market Research (Nghiên cứu thị trường)

Trade Marketing (Tiếp thị Thương mại)

Google Analytics (GA4)

Digital Strategy (Chiến lược kỹ thuật số)

Crisis Management (Quản lý Khủng hoảng)

Marketing

Job Overview

Our Services - DigiSource & Talent Hunter is looking for a Product Marketing Specialist with responsibilities:

Market Research & Positioning: Conduct market research to identify trends and competitive positioning, specifically within the HR and recruitment sectors.

Campaign Development: Design and implement targeted marketing campaigns to increase platform engagement and attract both clients and candidates.

Content Creation: Develop content strategies with Marketing team for both platform, including digital and social media, to drive engagement.

Stakeholder Collaboration: Work closely with the HR, recruitment, and sales teams to align product marketing initiatives with recruitment goals.

Product Development Feedback: Gather feedback from users to support product development, enhance platform features, and ensure market-fit.

Use Cases and Personas Creation: Develop use cases and customer personas to optimize engagement strategies and address customer needs.

Report Generation: Collect and analyze data to produce regular reports that assess the effectiveness of marketing campaigns and provide improvement recommendations.

Job Requirements

- **Education & Experience:** Bachelor's degree in Business Analysis (or related field) or demonstrated from 1,5 years experience in a Business Analysis or Product Marketing role.
- **Industry Experience:** Experience in IT, HR, Marketing, recruitment, or talent acquisition.
- **Marketing Skills:** Understanding of digital marketing and product marketing fundamentals, especially within online platforms.
- **Analytical Skills:** Strong analytical mindset with the ability to interpret data, gather insights, and adjust strategies accordingly.
- **Communication Skills:** Excellent communication and presentation skills.

Application Requirement: Introduction Video by English

About Company

Field of activity: Headhunt services, Human resource recruitment

Corporate culture: Professional, dynamic, encouraging creativity and personal development

Development opportunities: Professional working environment with the opportunity to learn from leading experts in the industry

- Allowance/Stipend support: 2 million VND/month.
- Well-trained in sales skills, telesales, service consulting, customer care, and customer pipeline management.
- Opportunity to become an official employee after the internship or probation period.
- Young – professional working environment that values proactiveness.
- Opportunity for rapid development into a Sales Executive after only 3-6 months of learning and good performance.
- Participate in team-building activities, workshops, and internal company events.

Job opportunity from TalentHunter.Asia

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