

Job Title: Digital Marketing Officer

Reports To: SCC-USA President

Location: Ho Chi Minh City, Vietnam (hybrid)

Job Type: Full-Time (12-month fixed-term, with potential for extension)

SAIGONCHILDREN – ORGANISATION PROFILE

Saigonchildren is a UK-registered charity that has been working exclusively in Vietnam since 1992. Our vision is to eliminate poverty in Vietnam through education. We believe that education is the most effective and lasting way to help children and their families, while contributing to Vietnam's economic development.

Our mission:

"Saigonchildren enables disadvantaged children in Vietnam to reach their full potential through receiving a quality education relevant to their needs."

Saigonchildren has earned a reputation as a trusted NGO, providing scholarships, building rural schools, supporting children with disabilities, and fostering the development of Vietnamese organisations dedicated to these causes.

POSITION OVERVIEW

This creative, results-driven Digital Marketing Officer will lead the online outreach strategy supporting saigonchildren's international fundraising expansion in the US and other geographies. This role will develop and execute digital content and campaigns—especially on social media platforms such as **Facebook, Instagram, TikTok, and LinkedIn**—to increase visibility, engage audiences, and drive online donations.

This is a **12-month fixed-term position with potential for extension**, depending on organisational needs and individual performance. It is ideal for a hands-on communicator and content creator with a passion for education and social impact.

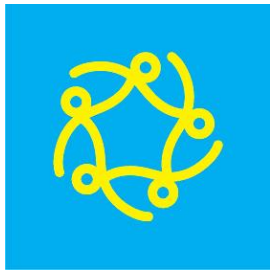
KEY RESPONSIBILITIES

1. Content Creation & Strategy

- Develop and implement digital marketing campaigns aligned with organizational goals
- Create compelling, mission-aligned content for social platforms (video, graphics, stories, and reels)
- Draft, schedule, and manage content calendars for Facebook, Instagram, TikTok, LinkedIn, and email

2. Campaign Management

- Run targeted paid campaigns to build followers and convert engagement into donations
- Coordinate with fundraising, programs, and communications teams to align messaging



3. Analytics & Reporting

- Track KPIs (reach, engagement, conversion) and prepare monthly reports
- Use insights to adjust tactics, improve performance, and increase ROI

4. Community Engagement

- Monitor comments, messages, and mentions across platforms
- Respond to supporters and cultivate a positive, interactive presence

QUALIFICATIONS

1. Required:

- Vietnamese national with 3+ years of experience in digital marketing, ideally in a nonprofit or cause-based organization
- Good writing and communication skills in both English and Vietnamese.
- Strong writing and content creation skills (especially short-form video)
- Proficiency with tools like Canva, Adobe Creative Suite, Meta Business Suite, and TikTok video editor
- Knowledge of fundraising principles and donor engagement strategies a plus
- Passion for the nonprofit's mission and ability to convey it authentically online

2. Preferred:

- Basic knowledge of email marketing (e.g., Mailchimp), Google Ads, SEO.
- Understanding of psychology, neurodiversity, or gender-based education issues.
- Previous nonprofit communications experience.

Child Protection Policy of saigonchildren

Be alert to all forms of injustice, child exploitation and child abuse. Report identified cases to the saigonchildren Safeguarding Team using agreed safeguarding procedures and assist with the necessary response in each case.

HOW TO APPLY

Interested, qualified candidates are invited to send their detailed CV and cover letter to **Ms. Phung Nguyen (hr@saigonchildren.com)**. We thank all applicants, but only short-listed candidates will be contacted for an interview. Deadline for submission: **23:59 (GMT+7), 15th July 2025.**